

To Make America More Beautiful and Fruitful

# AMERICAN NURSERYMAN

## AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. LII No. 3

AUGUST 1, 1930

Per Copy 20c

### PAINESVILLE NURSERIES



This fine block of NORWAY MAPLES (photographed 1929) is now on sale

Good salable Maples have been scarce recently, particularly Norways. We are proud of and recommend our own new, unbroken blocks, which are of truly large proportions; the trees as handsome, straight and thrifty as can be found anywhere.

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We can dig car-load orders (or less of course) for delivery Fall of '30, in 6/8—8/10—1½ to 1½—1½ to 1½—1½ to 2.

#### EUROPEAN SYCAMORE

Good sturdy trees in these grades: 8/10, 1½-1½, 1½-1½, 1½-2, 2-2½.

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Our nursery fields never looked better—for selective variety, supply, and mid-summer condition. Roses are in bloom. Come and see us.

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1854



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American Fruits Publishing Co.

*"New York  
State Grown"*

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FRUITS  
ORNAMENTALS  
ROSES  
EVERGREENS

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Geneva, N.Y.  
*Organized in 1846  
1000 Acres  
in 1928*



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**APPLE**—2 & 3 year  
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**ELM AMERICAN** (Budded)—up to 2½ inches  
**ELM MOLINE**—up to 2½ inches  
These American Elm budded and Moline have  
been given extra space in the row and were  
transplanted four years ago. A fine select lot  
of trees perfectly straight.  
**NORWAY MAPLE**—up to 1½ inch  
**SOFT MAPLE**—up to 3½ inches

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BRIDGEPORT, INDIANA

Established 1875  
LARGEST NURSERY IN INDIANA

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We are always glad to have  
members of the trade call on us.

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Don't fail to take this opportunity to see the  
largest evergreen nursery in the world.

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**The SHERMAN NURSERY Co.**

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Louisiana,

Missouri

## DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo. 1931: Detroit, Mich.

Alabama Nurserymen's Association—H. A. Pauley, Secy., Birmingham.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville, 1930: Sept. at Fayetteville.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal. Sept. 26-28, 1930, Fresno.

Connecticut Nurserymen's Association—A. E. St. John, Secy., Manchester.

Eastern Canada Nurserymen's Association.—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—H. Lloyd Haupt, Secy., Hatboro, Pa.

Fruit and Flower Club of Western New York—Charles M. Henlon, Mercantile Bldg., Rochester, N. Y.

Illinois Nurserymen's Association—Miles Bryant, Secy., Princeton, Ill.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—Mack Newkirk, secy., Monroe.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale Nursery, Long Beach.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln.

New England Nurserymen's Association—W. N. Craig, Secy., Weymouth, Mass.

New Jersey Association of Nurserymen—Fred D. Osman, secy., New Brunswick. Feb. 1931: Newark.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—G. Walter Burwell, secy., Columbus.

Oklahoma Nurserymen's Association—Mrs. W. E. Rey, 2545 W. 13th St., Okla. City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Secy., Burton, Wash. 1931: Tacoma, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa. Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 332, Denver.

Rhode Island Nurserymen's Association—Chas. Kempenaar, Portsmouth.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—L. B. Merrick, Secy., Whittier, Cal. Hold monthly meetings.

Southern Nurserymen's Association—W. C. Daniels, Secy., Pomona, N. C. Sept. 10-11, 1930; Norfolk, Va.

South Texas Nurserymen's Ass'n.—R. H. Bushway, Secy., 304 McGowen Ave., Houston.

Southwestern Nurserymen's Association—Mrs. Thomas B. Foster, Secy., Denton, Tex. Sept. 3-4, Baker Hotel, Dallas, Tex.

Tennessee Nurserymen's Association—Prof. M. G. Bentley, sec'y., Knoxville.

Twin City Nurserymen's Association—J. Juel, secy., Hoyt Nurs., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, Secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Retail Nurserymen's Association—M. C. Heppler, Sec'y., Pardeeville.

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### LESS THAN FIVE CENTS A WEEK

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

—Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Journal appreciated by upward of 2500 Nursery readers. Subscription: \$2.50 per year; three years for \$6.00. A one-inch advertisement for \$1.40; under yearly term, \$1.25.

## THIS PAGE PRESENTS

## American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock  
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Thirteenth Annual Meeting  
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Herbaceous Plants and Field Grown  
ROSES in America. Ask for our  
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★ EVERGREENS ★  
★ SHRUBS ★  
★ CANNAS ★  
★ LINING OUT STOCK ★

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For

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**SEVEN MILLION EVERGREEN**

Seedlings and Transplants

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**EVERGREENS**
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**SHRUBS**

Send for our price list of  
HARDY NATIVE TREES, SHRUBS,  
and PLANTS

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MILLIONS OF THEM

Seedlings—Transplants—Cuttings  
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Chief Exponent of the Trade

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SEEDLINGS and TRANSPLANTS

FOR LINING OUT

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Norway, Sycamore and Silver  
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Butterfly Bush, Dogwoods, Deut-  
zias, Forsythia, Spireas, etc.

Our Trade List is ready.

Get next to one.

**Atlantic Nursery Co.**

BERLIN,

MARYLAND

# AMERICAN NURSERYMAN — August 1, 1930

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

**Advertising**—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliot operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

**SUBSCRIPTIONS**—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT  
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

30 State Street,  
Rochester, N. Y.

**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

**INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and International in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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## YAKIMA VALLEY GROWN SEEDLINGS



Small portion of our seedling block

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Let us quote you on

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Ussuriensis, Mahaleb and Myro**

W. N. Co. choice, vigorous, healthy, hardy, thoroughly matured seedlings grown in our clean, volcanic ash soil with moisture under control have made good. You are taking no chances when you buy them.

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CRAB, Flowering  
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Niedzwetzkyana, Parkman,  
Toringo, Scheideckeri  
ELM, Moline  
Camperdown Weeping

ELM, Siberian or Chinese  
Vase  
LOCUST, Rose or Moss  
Pink Flg., Decasineana  
MAPLE, Globe  
Norway  
Schwedleri  
MOUNTAIN ASH, Weeping

MULBERRY, Tea's Weeping  
PRUNUS, Blireana  
Cistena  
Triloba  
THORN, Paul's Double Red  
ALMOND, Pink Flowering  
White Flowering  
Etc., Etc.

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**TOPPENISH, WASH.**

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BARBERRY THUNBERGI—2 yr., 12-15 inch, 15-18 inch and 18-24 inch—will make very low prices.

BARBERRY THUNBERGI SEEDLINGS—better order now. That's a tip.

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APPLE, PEAR, PLUM will be wanted before season is over. Offer in carloads for late fall delivery.

AMERICAN GROWN FRUIT TREE SEEDLINGS—Apple and Pear, top grades only, 1/4 and 3/16.

FRENCH FRUIT TREE SEEDLINGS, Mahaleb, Myroblan. No adjustments on these items this year. Cost a little more but they are worth it.

**C. R. BURR & COMPANY, Inc.**  
Manchester, Connecticut



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**“ELMHURST”**

**ELM**

Grown by us from selected seeds from the Famous Elmhurst Elms collected in the city of Elmhurst. We have over 200,000 now growing.

Prices in 100 lots

6	-8	ft..	\$30.00	1 1/2	-1 3/4	..	\$125.00
8	-10	ft..	50.00	1 3/4	-2	..	175.00
1 1/4	-1 1/2	in..	75.00	2	-2 1/2	..	220.00

**PFUND-BELL NURSERIES**

ELMHURST, ILLINOIS

Grown in the “City of Elms”

WE SUGGEST RESERVATION OF ADVERTISING SPACE NOW  
FOR THE COMING ACTIVE MONTHS

In **The American Nurseryman** Chief Exponent of the American Nursery Trade

*Exclusively for the Nursery Trade and Allied Interests  
Logical Medium for Inter-Trade Communication  
National and International Circulation*

AMERICAN FRUITS PUBLISHING COMPANY, INC.

39 State St., Rochester, N. Y.

# AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

## The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. LII

ROCHESTER, N. Y. AUGUST 1, 1930

No. 3

## Why It Costs Too Much To Do Business

Nurserymen Could Make More by Selling Less—Too Many Little Fellows in the Growing End—In Merchandising Is the Money

### INSTALLMENT SELLING, MERGERS, BILL DISCOUNTS, WINTER PLANS

By F. J. Nichols, Dayton, O., Before American Association at Minneapolis Convention

IN HIS address at the Minneapolis convention F. J. Nichols, of the F. J. Nichols Co., Marketing and Merchandising Counsel and Service, Dayton, O., said on the subject: "Bigger Profits From Better Merchandising."

"I am going to assume that you are all interested in how to get more dough. Things are in a turmoil. We are in the midst of a business revolution. Only those are going to stay in business who readjust their methods to conform to conditions of the present and the immediate future. The Nursery trade, in my opinion, has one of the biggest opportunities of any industry in the country. It is on the right track in many respects but there are a lot of things that it has got to stop doing. For one thing it has got to give service and must not be content simply with breaking last year's sales record. That is not enough. The comparison of sales records must go much further than that.

#### Handling Too Large Volume

"For one thing it costs too much at present for Nurserymen to do business. Much of this is due to an attempt to encompass too large a volume. I believe that a close analysis would show that some of you would make more by selling a less quantity of trees and shrubs. There is entirely too much stock on hand, and this is true of most businesses. You have got to business-manage this business from this day on. You have been accustomed, some of you, to getting big returns from land close to town. You have been planting 100,000 and selling 30,000, but can you keep on doing it? The problem is not now one of propagating and growing. The big thing right now and just ahead of you is **selling**. You have the capacity to produce in almost every line.

#### Give Thought To Mergers

"You are hearing more and more about mergers. I suggest that some of you get your heads together and give this subject some thought. There are numerous points for you to consider. Among these is the matter of selling at a profitable price. Another is the matter of collections. In my opinion you have got to get away from this six months' credit business and discount your bills every 30 days. You should consider, too, the selling on the installment

plan. You can make as much on the financing plan as on the Nursery business itself. And above all, you must study your customers' wants and needs. It makes little difference nowadays what your opinion is as to what should be grown and what should be planted; the main thing is to suit your customers. The problem in department stores is to get salesmen who can keep up with the customers' knowledge. The customer of today is a student and as a rule knows what he or she wants. For this reason in this business the best brains which have been devoted to growing must turn to **selling**.

"I am positive you will find not only that there are too many little fellows in the growing end of the business but that many of you can buy to much better advantage than you can grow in many instances. **Growing** is the least profitable end of the business. It is in **merchandising** that the money is to be made.

#### Too Many in the Growing End

"Don't misunderstand advertising. Advertising creates desire; it makes people decide to investigate; it plants ideas in the minds of the public that gradually grow into wants which must be supplied. But advertising is not designed primarily to sell the product—that is your job. While business cannot be run without advertising, you must cooperate to produce results. In your publicity campaign you are getting a good deal more than you are paying for.

"I know your problem. You say that the builder of homes gets in on the ground floor and that the planting of the grounds comes last. Yes; but the thing to do is to speed up activity so as to get the planting proposition in where it belongs—that is, in connection with the plans for the house, before any operation is begun. But is there not a bigger market for you in planting existing residence grounds, instead of bemoaning the fact that business depression and other circumstances have held down the building of new homes? Remember, too, that half the pleasure of gardening and outdoor living rooms is in the planning therefore. There is opportunity in the dead winter months to arouse interest in plans for the coming spring. Why wait for actual planting time?

#### Capitalize Your Ability

"Many ideas can be developed in this subject of practical merchandising. A Nurseryman might afford to put in a couple of jobs at a loss to show what he can do. And I have yet to see a sign "Planted by the ABC Company" prominently displayed in connection with an elaborately planned piece of landscaping. Why not capitalize your ability and let the passerby know who is responsible for the fine piece of work? I sometimes think we don't believe in advertising. Much has been said about making your own grounds attractive and soliciting investigation on the part of the public. Where this is done would it not be a good idea not only to label your specimens in plain English, rather than in Latin names, but also to include the price on each tag; so that the women (who are your best customers) will discuss what they have seen when they meet in groups around tea tables and at bridge games? But you cannot intelligently price your goods unless you know the costs. And that brings us to the very important matter of an effective cost system, the importance of which I understand has repeatedly been set before you."

Fifty-five Nurserymen registered for the recent Nursery short course at the Oklahoma A. & M. College, Stillwater. There were talks by C. E. Garee, of Noble Nursery; Leo Conard, of Conard & Son Nursery, Stigler; Prof. L. R. Quinlan, Kansas Agl. College; Jim Parker, Frank Sneed and others. Jim Parker was accompanied by his wife.

**Controlling Phylloxera**—In 1915 the Department of Agriculture published results of previous experiments with and tests of Phylloxera resistant varieties in California. George C. Husmann, author of that bulletin, has written a new bulletin which brings up to date the reports of tests in the last 15 years, and has added new information acquired in the vineyards. The department has just published this as Technical Bulletin 146-T, "Testing Phylloxera-Resistant Grape Stocks in the Vinifera Regions of the United States." It includes a list of the stocks and combinations which have made the best showing over a term of years at the 12 experimental vineyards in California. It may be obtained free by applying to the Office of Information, U. S. Department of Agriculture, Washington, D. C.

# Ninety Per Cent of Crown Gall Wiped Out

**American Association's Initiative Continued by Federal Government Which Also Aids in Nursery Storage Research—New Members—Resolutions, Installation of Officers**

**F**OLLOWING is a continuation of the report of the proceedings of the Minneapolis convention of the American Association of Nurserymen:

Crown gall investigations were reported upon at the final convention session by George A. Marshall of the A. A. N. committee in the absence of Chairman Henry B. Chase and by Dr. A. J. Riker, University of Wisconsin; Dr. J. E. Melhus, Iowa State College, and Dr. E. C. Auchter, U. S. Dept. Agr. President Augustine introduced the subject by saying that the successful outcome of the investigation is one of the crowning achievements of the association. Mr. Marshall explained that the A. A. N. committee was appointed six years ago to cooperate with U. S. entomologists and the U. S. Dept. Agr. Through methods for careful grafting (as have been detailed for the benefit of Nurserymen) most of the crown gall trouble in the case of apple trees has been eliminated; therefore the work on the apple has been discontinued, at least for the time.

Some \$16,000 was raised for the work. Then it was decided that the subject was of federal scope and a congressional appropriation was made. The operations of research were transferred to Washington. Readers of the *American Nurseryman* are familiar with the progress of the work. Charts for the guidance of Nurserymen in making grafts to avoid crown gall were prepared and distributed. Mr. Marshall said that at his Nurseries in Arlington, Neb., they have actually wiped out 90% of cases of crown gall; that the subject is no longer a serious question; that they are not now more afraid of apple root conditions than they are of cherry root conditions. The process has to do either with a wedge graft or the use of tape. Grafts must no longer be made carelessly, but with very special care.

## Nursery Storage

Chairman F. A. Wiggins, of the committee on Nursery storage, reported progress. The subject was taken up with Dr. Taylor and Dr. Corbett, of the U. S. Bureau of Plant Industry who expressed special interest and said the bureau would cooperate in studies to provide adequate plans for preserving plant life in storage under most favorable conditions. An appropriation for the work was needed. Attempts to this end were finally successful; and, though the amount obtained is comparatively small, \$5,000, it is a start. Such questions as digging time, temperature, moisture, etc., are being studied to the end that the selling season may be extended and better service may be given customers.

## Membership Report

Chairman W. J. Smart of the membership committee reported the addition of 25 to the membership during the fiscal year and four applications pending. During the year 720 letters were sent, soliciting memberships. Application blanks were requested by 23. It is suggested that material be prepared in the secretary's office setting forth advantages of membership; also that members endeavor to interest eligible prospects.

Chairman Robert Pyle's report of the arboretum committee was read by title. As

the report is long it will be available in the printed proceedings. A summary of the report has been published [A. N. July 15, p. 40]. Chairman E. S. Welch's report on Standardization will also so appear.

The necrology report for the fiscal year was presented. In memory of the deceased the Nurserymen stood in silence.

Resolutions committee presented report expressing appreciation of the valuable aid by congressional representatives and others in and out of Washington toward passage of the plant patent bill; thanking (with rising vote) the Minneapolis convention hosts—the local arrangements committee, Hotel Nicollet, the Minneapolis Civic and Commerce Association, those who provided automobiles, the sheriff and police department for escort, and the boys of the University of Minnesota for conveyances to the fruit farm, and especially Chairman M. R. Cashman, Messrs. Ruedlinger and Underwood and Mrs. M. R. Cashman.

Officers were elected as per announcement in the July 15th issue.

For next place of meeting B. J. Manahan named Detroit. E. S. Welch spoke for Chicago and W. C. Reed for West Baden, Ind. There was an invitation from Atlantic City. Mr. Manahan said he would favor Chicago in World's Fair year, but in the meantime Detroit offered inducements which no other city that had been named could offer (applause). Paul Fortmiller and L. C. Lovett said they would like to have the association go to Atlantic City in 1932. Mr. Cashman felt that it was due to Detroit that the 1931 convention be held there, since this was practically promised at Boston last year when the 1930 meeting was conceded to Minneapolis. After a preliminary vote the decision in favor of Detroit was made unanimous.

The business of the convention being over, the new officers were installed, Mr. Cashman praising the work of all leaders in the closing administration, especially President Augustine who, he was pleased to note, would continue to serve on the executive committee.

President Fraser is so well known as to need no introduction. He expressed pleasure in working with the officers and members of the association and asked all to remember that he was there to serve; he

urged that problems be brought before the association. Mr. Hilborn, as "vice"-president said he would endeavor to reform the "vices" of his predecessors.

A portrait of President John Fraser, Jr., of the American Association of Nurserymen appeared on page 8 of the July 1 issue of this journal.

## A. A. N. Ladies Auxiliary

There was a large attendance of members of the Ladies Auxiliary of the A. A. N. That plenty of entertainment was arranged for them is shown by a summary of the program. On Tuesday afternoon there was a drive through the twin cities park system and in the evening an informal reception on the mezzanine floor of the Nicollet Hotel. On Wednesday morning, through the courtesy of northern Nurserymen, buses conveyed the ladies to the Walker Art Gallery where souvenirs in the form of bud vases were given to every lady present by the Red Wing Stoneware Co. This was followed by a luncheon at the Minikahda Club. In the evening dancing was provided at the general banquet in the ball room of the Nicollet Hotel. On Thursday morning a trip through the flour mills was provided with the compliments of General Mills, Inc. On Thursday afternoon shopping and other trips were arranged as desired.

The program for the luncheon on Wednesday afternoon, at which the tables were decorated by Minneapolis and St. Paul Nurserymen, included an opening devotional service by Mrs. Earl D. Needham; a song by Mrs. Lora McCartney of the McPhail School of Music and Dramatic Art; reading of selections by Miss Betty Cashman and Miss Mary Hart.

Mrs. M. R. Cashman presided at the meeting and Mrs. Earl May was secretary pro tem. Mrs. Ray P. Speer of Minneapolis greeted the guests, Mrs. Doyle of Berwyn, Pa., and Mrs. May, Shenandoah, Iowa, responding for the eastern and western sections.

The following officers were elected: President, Mrs. Oliver Hobbs, Bridgeport, Ind.; vice-president, Mrs. Albert F. Meehan, Dresher, Pa.; secretary, Mrs. Ralph Lake, Shenandoah, Iowa; treasurer, Mrs. John Hawkins, Minneapolis. A short business meeting was held at the Minikahda Club.

## Code of Ethics and Trade Practice

**Association Historian and Entomologist—Conference With Foresters—Quarantine Policy—Special Horticultural Census**

In his report of the committee on President Augustine's address Chairman Bryant recommended that in accordance with the president's suggestion a committee on Code of Ethics and Trade Practice should be appointed, it being the thought that more time than intervenes before the next convention may be necessary for formulating such code; appointment of an Association Historian was recommended; as the machinery for putting into operation the new plant patent law needs further attention, appointment of a committee on the subject was advised, or rather the continuation of the existing committee; a conference of Nursery trade representatives with the forestry authorities seems advisable and this was recommended

for attention by the executive committee, and the state trade associations.

Further attention to President Augustine's address was directed by the committee in recommending appointment of a committee to formulate a Quarantine Policy representing the attitude of the association; also appointment of an Official Entomologist. Nurserymen throughout the country were urged to give full and prompt attention to filling of Special Horticultural Census blanks in between July 15 and August 15, to the end that as complete trade statistics as possible will thus be provided for commercial uses of benefit to all. Information given in the blanks will be strictly confidential.

# The Nurserymen's Industry In the Limelight

To the Extent of Five Millions Circulation in National Magazines—Fifteen Millions in Newspapers from Coast to Coast—Remarkable Convention Display

By Walter W. Hillenmeyer, Chairman A. A. N. Advertising Committee

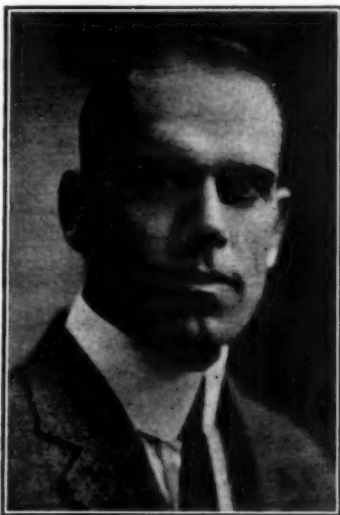
In his report for the Publicity Campaign Advertising Committee, Chairman W. W. Hillenmeyer said: "If ever there was a time when this association badly needed an advertising committee it is now, in this time of business depression. If the Nursery business has slumped off only about 1%, we should be thankful. The Campaign was timely. Lucky is the man who gets on at the bottom and off at the top. It is a wise advertiser who milks his business at a time when the conservative man hesitates. It takes courage to do some things. No business can be successful without optimism. Let us remember that it is just as important to fill the barrel while it is raining as it is to make hay in sunshine. We should bear in mind that 30% of every dollar goes for other than food, shelter and clothing; and every industry is fighting for the dollar as never before."

Mr. Hillenmeyer cited the coverage for Nursery publicity which the Campaign advertising in national magazines had given throughout the United States, in city and rural districts—five millions of such circulation this spring supplemented by articles in newspapers to the extent of 15 millions of circulation, also this spring. As indicating the very probable reason for the tremendous increase of interest in garden contests and home planting in general, Mr. Hillenmeyer referred again to the statement that a single issue of the Ladies Home Journal, in which the Nursery Campaign advertising appears, if piled up would reach the top of Mt. Everest, and that a single issue of such national publications as those of the Curtis Company would fill the Chicago Coliseum. Among mediums used for Campaign advertising, the Ladies Home Journal has the largest circulation of women's publications; the Country Gentlemen represents the better class of home owners in the rural districts; the Farm Journal reaches farms over a wide range and Better Homes and Gardens is a popular publication for gardeners. Also House and Garden reaches wealthy home owners all over the United States; Holland Magazine practically covers the Southwest and Sunset Magazine the Coast territory. Mr. Hillenmeyer emphasized the degree of reader interest by citing the number of inquiries received for the booklet advertised in the Campaign matter and said that the bull's-eye form of illustration as a distinguishing mark has seemed particularly appropriate.

"The answer to the question 'Have we been successful?' is our exhibit in the convention hall both of magazine advertising and newspaper articles. Examine the fine color work. The publicity here displayed would have cost \$850,000 if we had been obliged to buy it all. Collections have held up remarkably well, only 2.8% to date being uncollected—and most of this is collectible. Eighty-nine new subscriptions to the Campaign fund from twenty states have been received since June 1st. Every dollar is being accounted for. Last year advertising produced 80,000 inquiries; this year 215,000 inquiries. Real interest in gardening

has been stirred. A side effect of our advertising, for instance, is a sign in a down-east store in a large city 'Tools for your Outdoor Living Room.'

"As Mr. Lewis has told you, the Campaign cannot be expected to bring customers to your door. It will interest them to a receptive point and it is up to you individually to close the deal. Your advertising committee, consisting of Paul Stark, William Fletcher and myself, together with Mr. Hilborn,



W. W. HILLENMEYER, Lexington, Ky.

have a fine grasp of the situation and can assure you of continuation of effective work by the Ramsey organization. It should be realized that for real results slow action is better than a flare-up. There must be steady, cumulative effect in order to bring actual results."

## A. A. N. Necrology, 1929-1930

During the Association's fiscal year, deaths of members were recorded as follows:

- A. L. Brooke, Topeka, Kan., June 22, 1930.
- William W. Carr, Carr's Nurseries, Yellow Springs, Ohio, May 7, 1930.
- William L. Coale, Pres. Whitney Nurseries, Warren, Ohio, Oct. 30, 1929.
- Arthur J. Collins, Collins Nurseries, Morrestown, N. J., April 22, 1930.
- Fred Endress, Endress Nursery, Painesville, Ohio, July 14, 1920.
- Herbert P. Freeman, Sales Mgr. Chase Bros. Co., Rochester, N. Y., May 26, 1930.
- Robert Herbst, Herbst Bros., New York City, Jan. 31, 1930.
- David Hill, Pres. D. Hill Nursery Co., Dundee, Ill., Sept. 18, 1929.
- J. W. Hinshaw, Greenwood County Nursery Co., Eureka, Kan., June 1930.
- William T. Kirkman, Kirkman Nurseries, Fresno, Cal., Dec. 1929.
- Chas. Murphy, Supt. Lovett's Nursery, Little Silver, N. J., Feb. 1930.
- A. W. Newson, Pres. Rosebank Nursery Co., Huntsville, Ala., Jan. 7, 1930.
- F. M. Smith, Smith Bros. Nursery Co., Concord, Ga., Apr. 25, 1930.
- John L. Wetsel, Prop. Oak Villa Nursery, Painesville, Ohio, Feb. 24, 1930.

Emil Wohlert, Garden Nurseries, Narberth, Pa., Dec. 8, 1929.

Edward H. Maloney, Dansville, N. Y., Nov. 17, 1929.

John L. Bagby, New Haven, Mo., Oct. 27, 1929.

[Sketches of the above have been published in regular course in the American Nurseryman].

Deaths have occurred during the fiscal year in the families of some of the members. The record of these is accompanied by an expression of sympathy by the Association for the bereaved members. The list includes:

Miss Alice A. Harrison, Hollywood, Cal., December 2, 1929.

Mrs. Harry W. Hobbs, Bridgeport, Ind., November 1929.

Edward H. Maloney, Dansville, N. Y., November 17, 1929.

Mrs. Nobu Sawada, Crichton, Ala., October 25, 1929.

## The Exhibits

D. Hill Nursery Co., Dundee, Ill.—Outstanding display of evergreens.

Red Wing Potteries, Red Wing, Minn.

Process Color Printing Co., Rochester, N. Y.—Colored plates.

American Landscape Architect, New York City.

H. D. Hudson Co., Minneapolis, Minn.—Hudson sprayer.

Half-Moon Mfg. & Trading Co., New York City—Burlap squares, peat moss, Carleo spray.

Cole Nursery Co., Painesville, Ohio—Cole tree digger and root pruner.

A. M. Leonard & Son, Piqua, Ohio—Horticultural tools.

Luxor Metal Vase Co., Minneapolis, Minn.—Urns, flower pots, etc.

Washington Nursery Co., Toppenish, Wash.—Fruit tree seedlings produced under hand root pruning at a predetermined and definite depth; also Chinese elm.

White Showers, Inc., Detroit, Mich.—Automatic irrigation.

Linville Nurseries, Linville, N. C.—Rhododendrons.

Better Homes & Gardens, Des Moines, Iowa.

J. V. Bailey Nurseries, St. Paul, Minn.—Evergreens, seedlings, transplants.

Johnson & Johnson, New Brunswick, N. J.—Nursery tape.

Great Western Bag Co., St. Louis, Mo.—Burlap.

A. B. Morse & Co., St. Joseph, Mich.—Horticultural printers.

Rosamond Nursery, Rosamond, Ill.—Pin oak seedlings, Barberry (Red leaf) seedlings, euonymus.

Alton Gazing Globe Co., Rosamond, Ill.

A. T. De La Mare Co., New York City—Horticultural books.

**Saving Trees**—Often the question has to be decided whether or not a particular tree is worth the expense of treatment to save it. Tree specialists of the United States Department of Agriculture say that most shade and ornamental trees with only a few dead limbs are unquestionably worth attention. Others that have many dead limbs or decayed areas may not be worth the expense involved, particularly if they are rapid-growing short-lived trees. A badly diseased or mutilated tree is better replaced by a healthy, perfect specimen.

# Do You Believe There Is Deserved Recognition?

By the Public—Is the Integrity of the Nursery Business Impressed Upon the People—  
Standard Grades—Station Research—Department Stores

By President George C. Roeding, Jr., at the Annual Convention of the Pacific Coast Association of Nurserymen

**T**O my mind it is important that everyone in the association attend the conventions annually. In exchanging ideas with the fellow Nurserymen within the states west of the Rockies, we are bound to help each other and thus promote progress in the industry in which we are all interested. It is a good plan to hold the conventions in different states because only in this way will the association have the full cooperation of all its members; and it will also give the members a chance to see what the Nurserymen are accomplishing in that particular section.

## Overproduction

Overproduction is a topic which we have all heard a great deal about and, no doubt, one which some of us would like to forget; nevertheless, it is something which is vitally important and which we must face. On this subject, permit me to speak briefly.

What do you think causes overproduction? Do you think it is because we do not keep in touch with the supply and demand? Is your production based on sales over a period of years, or mostly on speculation (what you think the demands will be)? Is it not true that some ornamentals will make a better growth and cost less to produce in one section than in another? Would not production in ornamentals then be curtailed if we were to grow the stock which we could grow best and buy the balance from others who were growing good stock? Then we would grow better stock and this would help us to keep production within the required demands.

There is no man better posted with the supply and demand of Nursery stock than Mr. Tonneson. Mr. Tonneson has faithfully served this association for twenty-eight years and one of his strongest pleas has been orderly production. How many of you have taken advantage of this valuable information? Are you willing to be guided by these reports and limit your production, and base it on your sales over a period of years? We all want to make a profit and we can do it if we will honestly cooperate with one another in this purpose.

## Standard Grades

Standard grades for the Nurserymen of the Pacific West is the outstanding need for the Nurserymen today. We have not built a foundation for the Nursery business until we agree on grades that are uniform. Each one of us has a different idea of the grading of ornamental stock. It is confusing to the Nurserymen and oftentimes a man may be quoting a higher price than another Nurseryman, while in value he is really lower. If it is confusing to the Nurserymen, how do you think the public views this situation? It not only shows them that the industry is not properly organized, but it fails to give the Nurserymen their deserved and proper recognition. There is just one suggestion that I want to make and that is, whatever grades we adopt that they be as simple as possible, otherwise the Nurserymen will never use them nor will the public understand them.

The grading committee is doing good work trying to bring before this convention grades which they believe are a move in

the right direction. We may not want to adopt them entirely but we should certainly use them, say for a year or two, until we know definitely whether they will give the proper satisfaction, and then steps can be taken to make whatever changes are deemed necessary. We could then adopt them so that we would have a common basis on which to base values of ornamental stocks.

## State Highway Planting

In traveling through the South and the East I have noticed such states as North Carolina, Michigan and others that have made wonderful progress in the beautification of their state highways. Here on the coast we really have more opportunities to beautify our highways than they have in the East; the people are out the whole year



GEORGE C. ROEDING, JR., Niles, Cal.

around, while in the East from three to four months the highways are pretty well deserted due to the heavy snowfalls. At that time many eastern people come to the coast and although they admire our fine highways they are disappointed not to see more flowering and evergreen trees bordering them; instead we have planted primarily deciduous stock. Do not misunderstand me, deciduous stock has its place.

There has been, as you know, considerable new highway building in the last few years and I know, particularly in California, vacant trips have been left because of the cut-offs made by the improvement of the highways. Are we going to leave these strips vacant and make no effort to see that they are made into beautiful parks, which would be a wonderful attraction to those who are here to enjoy them, as well as to the eastern visitors? Here are opportunities for the Nurserymen in their different localities to assist in the beautification of these strips or cut-offs that have been left on account of the new highway construction.

## Pacific Coast Arboretums

On the Pacific Coast, where we have every opportunity to grow a very large variety of ornamentals, we have no fine arboretums like the Arnold Arboretum at Boston, or the Morton Arboretum outside of Chicago. A few years ago an arboretum

was planned to be known as the Pacific Botanical Gardens, at Stanford University; and another was started in Los Angeles, to be known as the California Botanic Gardens of Los Angeles. At the present time there has not been much progress made in the development of these botanical gardens. The people are vitally interested in them. They are getting more interested all the time in going to the country to get away from the hectic life of the cities. A few years ago when the botanical gardens were started at Stanford, D. L. H. Bailey was very much interested in it and had hopes that such a botanical garden would be possible. Every effort should be made to assist in the creation of these botanical gardens not only in California but, we hope, in Oregon, Washington and other states.

## National Advertising Campaign

The National Advertising Committee has been particularly interested in our problems here in the West. Unified action is the pulse of the United States today. National Advertising has banded together the Nurserymen throughout all sections of this country. It is helping the public to recognize this industry and to make them feel that it is just as important to beautify their home grounds, as it is to decorate the interior of their home. If it is true that first impressions are important with individuals, how much more true is it with the grounds of the home. If we are able, by this advertising, to make the public conscious of this fact we are certainly developing a market that has not been given sufficient emphasis until this advertising started.

Another field was discovered and brought to the public's attention by the suggestion of the outdoor living room. This beautification of the home grounds did not stop with the city home, but every effort has been made to interest the farmer in the beautification of the farm home. It is surprising to see the great strides that the farmer is making in the beautifying of his home. Here was a field wherein Nurserymen believed there was little chance of selling plant material. The National Advertising Campaign has paved the way for these features and many others and although you may not see the business directly, you are getting considerable of it anyway if you are tying in with this Campaign in your own locality.

Too many of us have neglected to work in conjunction with this Campaign, but have expected results to come without making any particular effort. I would like to mention that our own Nurseries have received considerable benefit from this advertising and that we are in favor of it much more than we were when it started. Now, if we are getting results from it, I am sure that the rest of the Nurserymen who are tying in with this Campaign are bound to reap their share of the business. Of course, you cannot expect any satisfactory results unless you are willing to give it your support. It may be so that the National Advertising does not fit altogether the individual needs of each section; it does not plan to do this. It is up to the Nurserymen to develop the ideas to fit their particular sections or lo-

# And Now That Many Minds

## Have Set Before You In Detail, As Usual, In the Columns Of This Practical Trade Journal

THE result of long experience and research, is there anything your time can better be devoted to than a close study of the ways and means thus presented to lay effective plans at once to seize the opportunities so graphically disclosed?

Your communications to this Journal upon subjects outlined in this wealth of present-day topics will receive intelligent consideration and will elicit comment and suggestion of inestimable value. Here you find depth of thought and material worth perusing—in times when more than ever to be informed is to be forewarned.


**Is this the kind of a trade journal you need? Hundreds are daily answering, Yes.**

If your sense of the seriousness of business development and your comprehension of the value of the equivalent of a convention program in every issue demands more in the way of a trade journal than a humorous column, a splash of color or a flash like a billboard announcement, tie up closer than ever to the advantage of a fund of practical trade information that, following a practice of upwards of thirty-five years, is regularly set before readers of

## THE AMERICAN NURSERYMAN

[Chief Exponent of the Nursery Trade]

EDITED BY THE FOUNDER OF NURSERY TRADE JOURNALISM IN AMERICA

 Mailing of copies is discontinued immediately upon expiration of subscription

A paper which gives the best value for the money to the reader will give the best value to the advertiser as well. I don't think there is any argument about the soundness of this view.—H. Dumont, Chicago, in *Printers' Ink*.

calities as to the type of plants and gardens which they think should be planted.

### Selling Organization Plans

Realizing that the Nurserymen of the west were spending considerable money to sell their plant material east of the Rockies, an organization was formed to sell their products in the east and in the middle west. It would be easier to keep in contact with their customers; there would be no time lost in making proper adjustments and it would give us a better chance to stabilize our prices.

A committee consisting of Albert Brownell, chairman, W. B. Clarke, John A. Armstrong, Charles Howard, S. A. Miller and F. A. Wiggins was appointed. We hope that the members of this association will consider this matter seriously because if other businesses are cutting their expenses, we must learn to cut costs if we expect to make a fair profit.

### Cooperation Essential

It is necessary for the Nurserymen to cooperate. We have never particularly done it before, but there are certain changes taking place which are making it necessary for us to do so. Department stores are entering more and more into the Nursery business and none of us seem to object to this; if we do we have shown no signs of it. We, as Nurserymen, are endeavoring to give the customer what he wants not only as to well grown plants but as to varieties of plants. The department store is not interested in this except as a leader to sell at low prices and increase the rest of its business. There may not be any particular objection if the department stores and other agencies wish to sell this material, provided they handle it and specify as to grade and variety.

Every Nurseryman likes to grow Nursery stock. A few years ago all he had to do was to grow it and it was sold, but today there are numerous brush piles. Unified action is necessary if we are going to cut the cost of production and show a real profit. Do you believe the Nursery industry is receiving its deserved recognition by the public? Are there standard grades to impress them with the importance and the integrity of the Nursery business? Are the universities and state departments of agriculture assisting us to develop new and better types of plants; and are they doing sufficient experimental work to help us to use certain plants that the public wants, instead of keeping them out? Would it not

raise the standards of the Nurserymen if we had standard grades? Do you not think it would be a basis for having a better understanding of the value of plants?

The National Advertising is striving to open markets for the Nurserymen and show the public the many ways that they can beautify their homes. This is all being done by unified action and only by the cooperation of everyone in these enterprises will we be able to accomplish these problems.

One means of cooperation comes to mind which Mr. Hobbs mentioned last year at Milton, Oregon,—that it was necessary for us to select a magazine or to have a monthly bulletin so that we could more fully cooperate with one another. I believe a magazine similar to the "National Nurseryman" and the "American Nurseryman," would be the most practical and reasonable way. I would like to suggest that the Executive Committee take action on this matter at this meeting.

I want to express my appreciation to Mr. Tonneson, who has assisted me in every possible way, and to the executive and reception committees for their splendid cooperation, and the other committees for making this convention a success.

The AMERICAN NURSERYMAN is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

# AMERICAN NURSERYMAN

American Nursery Trade Bulletin



## CHIEF EXPONENT OF THE AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

OFFICIAL JOURNAL  
PACIFIC COAST ASSOCIATION OF NURSERYMEN  
Largest District Organization in the Trade  
ILLINOIS STATE NURSERYMEN'S ASSOCIATION  
Leading State Nursery Trade Organization

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RALPH T. OLCOTT, Pres. and Treas.  
Phones—Main 5725, Glenwood 760  
Chief International Publication of the Kind

SUBSCRIPTION RATES	
One Year, in advance	\$2.50
To Foreign Countries and Canada	3.00
Single Copies	.30

ADVERTISING RATES on Application  
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.  
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., AUGUST 1, 1930

### FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

### Sound Distribution

"Distribution has been much stressed, perhaps correctly, by executives, organizations and business analysts as the present main problem of industry. Nevertheless, I am of the opinion that there can be no sound distribution that is not based on sound production.

"To find and serve a market is to presuppose a capacity to produce economically, wastelessly. Buyers have a way of seeking out the producer who best serves them at the factory."—Charles Ault, Auburn, Me.

### A Policy Roundly Echoed

"Cultivated Americans, impatient with cheap sensationalism and windy bias, turn increasingly to publications edited in the historical spirit. These publications, fair-dealing, vigorously impartial, devote themselves to the public weal in the sense that they report what they see, serve no masters, fear no groups."—Time Magazine.

### BOUGHT ON MERIT

The circulation of the "American Nurseryman" is bought by readers solely on editorial merit. It is never sold through schemes—cut rates, "clubbing," premiums and deferred payments never being employed.

## The Mirror of the Trade

### A. A. N. 1930 ANNUAL

Annual conventions of the American Association have maintained a high standing in recent years. At Rochester in 1925, Louisville in 1926, Cleveland in 1927, Denver in 1928, Boston in 1929 and Minneapolis this year programs were presented which seemed to increase in range of practical value. Certainly the pace was well sustained at the convention last month.

The Publicity Campaign has been an outstanding feature at the last three conventions. In Minneapolis this year a close second was the remarkable accomplishment in securing the passage of the Plant Patent Law. Following closely upon this feature were the meaty addresses on Merchandising by E. St. Elmo Lewis of Detroit and F. J. Nichols, Dayton, O.

Those who did not attend the Minneapolis convention last month will realize the inspiration such attendance would have given them when they read the proceedings as published in the July 15 and August 1 issues of this journal.

The annual address by President Augustine, [A. N. July 15, p. 36]; the report on the Plant Patent Law by Attorney Macdonald, [A. N. July 15, p. 30]; the address by Mr. Lewis [A. N. July 15, p. 28]; the summary of Mr. Nichols' address in this issue, with other features may well be given special attention by all in the trade whether they were at the convention or not. Here is opportunity for study which is needed in these times to greater extent than ever.

The keynote of the 1930 convention was Merchandising. After the presentation of clear analyses of conditions now and just ahead, in addresses which held close attention of every hearer, President Augustine and other leaders remarked that Nurserymen as a body have been comparatively poor business men—and the speakers were quick to include themselves in this category. It was plain that they had already determined to profit materially by the teaching just given them. They had been made to see that the problem of the immediate future is not propagating—growing—but that the big thing is selling; that the best brains in the trade should be devoted immediately to a close study of the market for the Nurserymen's product.

The material represented at last month's convention may well be the subject of study, with plans for direct application during the months to come.

It will be noted that experts on advertising and merchandising declared in strong terms that remarkable progress has been made in the conduct of the Publicity Campaign; and that the finest kind of foundation has been laid, through the Campaign, for the very thing now advocated—definite systematic development of the market for Nursery stock.

Strong praise is due—and at Minneapolis was given—to the officers, committees and active members who have worked early and late to advance the interests of the Nursery Industry, through the national organization. Each annual gathering brings out in reports of stewardship the faithful work of the fiscal year.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

### A RARE CENSUS OPPORTUNITY

Every Nurseryman in the country should realize fully the exceptional opportunity afforded by the Special Horticultural Census now being taken by the U. S. Government to afford the Nursery trade authentic statistics regarding the extent of the Nursery Industry, with totals by classified departments.

For years endeavor has been made to arrive at such statistics. In their absence statements as to volume of business in the industry have been mainly guesswork.

United action in all the horticultural trades, asking for a comprehensive enumeration far beyond the stereotype form of previous census years' regular schedules resulted in this special enumeration.

Now that it has been granted and is underway, the least the Nurserymen of the country can do by way of expressing appreciation of the government's special consideration is to attend promptly and fully to the filling out of the blank schedules—bearing in mind, while doing so, that the greatest value of the resulting aggregated figures to every Nursery office in the country will depend upon the fidelity with which every question asked is answered; also, that the entire information is confidential—the details being simply for the purpose of obtaining units to make up the aggregates.

The truer the units the truer will be the published aggregates. And the desired published result will be of inestimable value to the trade as a basis for individual and collective operations for intelligent expansion of business.

The special census enumeration period is July 15-August 15.

### COMING EVENTS

Aug. 4-5—Ala. Nurserymen's Ass'n., Birmingham.

August 1930—Summer meetings:

N. Y. Nurserymen's Ass'n.

Okla. Nurserymen's Ass'n.

Pa. Nurserymen's Ass'n.

Aug. 4-5—Kentucky Nurserymen's Assn., Shakertown.

Aug. 19—Ohio Nurserymen's Ass'n. at State Experiment Station, Wooster.

Sept. 1930—Kansas Nurserymen's Ass'n., at Kansas Evergreen Nurseries, Manhattan.

Sept. 1930—Arkansas Nurserymen's Ass'n., Fayetteville.

Sept. 3-4—Southwestern Nurserymen's Ass'n., at Baker Hotel, Dallas, Tex.

Sept. 9-14—Atlantic City Flower and Garden Pageant at Atlantic City Auditorium.

Sept. 10-11—Southern Nurserymen's Ass'n., Norfolk, Va.

Sept. 11—American Rose Society at Atlantic City.

Sept. 1930—Nebraska Nurserymen's Ass'n., summer meeting.

Sept. 26-28—California Nurserymen's Ass'n., Fresno.

Keystone State Nurseries, New Gallie, Pa.—"Herewith our check for renewal of our subscription to the American Nurseryman. It is not our intention to allow our subscription to lapse at any time, as we consider this one of the best journals of its kind that is published in the United States.

The articles that appear in the different issues are of untold value and the pointers given to the Nurserymen are always all worth careful study."

# Special Horticultural Census Schedules

For Confidential Government Report on Nursery Statistics—To Be Filled Out Fully and Promptly and Filed by August 15—Penalty For Neglect  
UNUSUAL FEDERAL SERVICE GRANTED HORTICULTURAL TRADES

Form 15-413

DEPARTMENT OF COMMERCE  
BUREAU OF THE CENSUS  
WASHINGTON

## FIFTEENTH CENSUS OF THE UNITED STATES: 1930

### NURSERY

#### HORTICULTURAL SCHEDULE—II

General Items, April 1, 1930

Inventory and Production Items, Calendar Year, 1929

Legal requirement.—A report is required of every operator of a nursery in the United States by the Decennial Census Act of the Congress, approved June 18, 1929.

Definition of a nursery.—A nursery, for census purposes, is a place devoted to growing: (1) Lining out stock, including budding and grafting stock; (2) ornamentals; (3) deciduous fruit trees and grapevines; (4) nut trees; (5) citrus fruit trees; (6) subtropical fruit trees; (7) small fruit plants.

Branch nurseries.—The operations, sales, etc., of branch nurseries located within the same State as the main nursery, should be included in the report of the owning or controlling firm. If branches are located in other States, a separate return should be sent for each State to cover all the branches maintained therein. If you or your firm grow flowers, plants, and (or) vegetables under glass, or flowers in the open, in addition to nursery production, send for and fill out schedules for these products.

#### I.—NURSERY OPERATOR, APRIL 1, 1930

1. Establishment	(Name)
2. Address	(Street or R. D. number) (Post Office) (County) (State)
3. Proprietor	(Name)
4. Main office	(Street or R. D. number) (Post Office) (County) (State)
5. Is this nursery operated by individual?	(Yes or No) partnership? (Yes or No) corporation? (Yes or No)
6. Date when this nursery was established	(Year established)
7. Does this nursery operate branches or subsidiaries (sales yards)?	(Yes or No)
8. If answer to Question 7 is "Yes," give branches or subsidiaries (sales yards):	Name (Post Office) (State) (Year established) Name (Post Office) (State) (Year established) Name (Post Office) (State) (Year established)

#### II.—AREA AND INVESTMENT, CALENDAR YEAR 1929

9. Total area, and value of land, buildings, and equipment owned and (or) rented by you or your firm used for nursery purposes in this State in 1929. (Use a separate schedule for each State, when this nursery has branches in other States.)	ACRES OR FRACTION OF AN ACRE	VALUE (Dollars and cents)
10. Land used for nursery stock, owned in 1929.		\$
11. Land used for nursery stock, rented in 1929.		\$
Structures and Equipment:	AREA, SQUARE FEET	
12. Greenhouse		\$
13. Frame		\$
14. Lath house		\$
15. Storage houses (floor area)		\$
16. Boiler and heating plant	XXXXXXX	\$
17. Other buildings (office, packing house, garage, barn, etc.)	XXXXXXX	\$
18. Equipment (tools, implements, water system, automobile, trucks, tractors, horses, etc.)	XXXXXXX	\$

#### II.—AREA AND INVESTMENT, CALENDAR YEAR 1929—Continued

Structures and Equipment—Continued.	NUMBER
19. Automobiles	
20. Trucks	
21. Tractors	
22. Horses	

#### III.—EXPENDITURES IN 1929

23. Total amount expended in 1929 for operation of this nursery, including commissions on sales.	(Dollars and cents)
Of this total, give—	
24. Amount expended in 1929 for all wages and salaries	\$
25. Amount expended in 1929 for commissions on sales	\$
26. Amount expended in 1929 for manure and fertilizers	\$
27. Amount expended in 1929 for seeds	\$
28. Amount expended in 1929 for plants	\$
29. Amount expended in 1929 for fuel	\$
30. Amount expended in 1929 for equipment and repairs (automobiles, tractors, trucks, tools, implements, water system, etc.), and all general expenses not elsewhere reported.	\$
31. Amount expended in 1929 for packing materials (lumber, burlap, etc.)	\$
32. Amount expended in 1929 for advertising (catalogues, space in newspapers and magazines, etc.)	\$

#### IV.—EMPLOYEES IN 1929

33. Total number of persons employed any time in 1929 by this nursery. (Do not count the same person twice under different headings or if employed more than for one period during the year 1929.)	NUMBER
34. Number of employees in 1929 in office	MINIMUM MAXIMUM
35. Number of employees in 1929 in sales work	
36. Number of employees in 1929 in growing, packing, shipping, etc.	

#### V.—SALES AND INVENTORY IN 1929

37. Total receipts from all sales, 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)
38. WHOLESALE BUSINESS—Total receipts in 1929	\$
Of this total, give—	
39. Wholesale sales to other nurseries in 1929	\$
40. Wholesale sales to florists in 1929	\$
41. Wholesale sales to landscape architects in 1929	\$
42. Wholesale sales to dealers in 1929	\$
43. Wholesale sales to mail-order houses (not nurseries) in 1929	\$
44. Wholesale sales to department stores in 1929	\$
45. Wholesale sales to seed stores, hardware stores, etc. in 1929	\$
46. RETAIL BUSINESS—Total receipts in 1929	\$
Of this total, give—	
47. Retail business in 1929 through salesmen	\$
48. Retail sales in 1929 through catalogues	\$
49. Retail sales in 1929 at main nursery	\$
50. Retail sales in 1929 through branches (sales yards, etc.)	\$
51. Retail sales in 1929 through landscape departments	\$

#### V.—Sales and Inventory in 1929—Continued

##### (1) LINING OUT STOCK, INCLUDING BUDDING AND GRAFTING STOCKS, IN 1929

Stocks	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
52. Row stocks			\$	\$
53. Deciduous ornamental (lining out stock other than roses)			\$	\$
54. Evergreen ornamental (lining out stock)			\$	\$
55. Seedlings for forest planting			\$	\$
56. Deciduous fruit stocks			\$	\$
57. Citrus and subtropical fruit stocks			\$	\$

##### (2) ORNAMENTAL PLANTS (do not include young plants for budding, grafting, or lining out covered in Questions 52 to 57)

PLANTS	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
58. Deciduous trees (do not include fruit or edible nut trees)			\$	\$
59. Deciduous shrubs (not roses)			\$	\$
60. Rose plants			\$	\$
61. Vines (not grapes)			\$	\$
62. Evergreen ornamental, other than broadleaf (include larch)			\$	\$
63. Broad-leaved evergreen (not palms)			\$	\$
64. Palms (not in greenhouses, lath houses, or shade)			\$	\$
65. Herbaceous plants			\$	\$
66. Bulbs			\$	\$
67. All other			\$	\$

##### (3) DECIDUOUS FRUIT TREES AND GRAPEVINES (do not include young plants for budding, grafting, or lining out, nor small fruits)

Trees and Vines	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
68. Apple			\$	\$
69. Peach			\$	\$
70. Pear			\$	\$
71. Cherry			\$	\$
72. Plum and prune			\$	\$
73. Apricot			\$	\$
74. Quince			\$	\$
75. Grape			\$	\$
76. All other			\$	\$

#### V.—Sales and Inventory in 1929—Continued

##### (4) EDIBLE NUT TREES (do not include young plants for budding, grafting, or lining out)

Trees	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
77. Walnut—Persian or English			\$	\$
78. Walnut—other			\$	\$
79. Almond			\$	\$
80. Pecan			\$	\$
81. Filbert			\$	\$
82. All other (specify)			\$	\$
83.			\$	\$
84.			\$	\$
85.			\$	\$

##### (5) CITRUS FRUIT TREES (do not include young plants for budding, grafting, or lining out)

Trees	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
86. Orange			\$	\$
87. Lemon			\$	\$
88. Grapefruit			\$	\$
89. All other			\$	\$

##### (6) SUBTROPICAL FRUIT TREES (do not include young plants for budding, grafting, or lining out)

Trees	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
90. Fig			\$	\$
91. Olive			\$	\$
92. Avocado			\$	\$
93. Oriental persimmon			\$	\$
94. All other			\$	\$

##### (7) SMALL FRUIT PLANTS

PLANTS	NUMBER OF PLANTS IN STOCK AS OF APRIL 1, 1930	NUMBER OF PLANTS SOLD IN 1929	RECEIVED FROM SALES IN 1929 (Dollars and cents)	
			Wholesale	Retail
95. Strawberries			\$	\$
96. Blackberries			\$	\$
97. Dewberries			\$	\$
98. Raspberries			\$	\$
99. Currants			\$	\$
100. Gooseberries			\$	\$
101. All other (specify)			\$	\$
102.			\$	\$
103.			\$	\$
104.			\$	\$

THIS IS TO CERTIFY that the information contained in this report is correct and complete to the best of my knowledge and belief.

(Signature and official title of person completing the information)

(ADDRESS)

# Some Economic Aspects of Plant Quarantines

Outlined in an Address at the Minneapolis Convention of the American Association of Nurserymen—Control Administration Chairman Quoted

By Glenn W. Herrick, Prof. of Entomology, Cornell University, Ithaca, N. Y.

In the June 1 issue of the *American Nurseryman*, at page 239, was presented a strong statement on the subject of plant quarantines, by G. H. Hecke, director of the California Department of Agriculture. There follows herewith what may be considered as a reply to the Hecke article.

**T**HERE seem to be two marked tendencies of public policy in the United States today, namely:

(1) A tendency to withdraw from contact with the rest of the world and to live to ourselves, and; (2) A tendency to concentrate governmental power in the legislative and executive departments in Washington.

The notion that we must be self-sustaining and live apart from the rest of the world has arisen, partly from a misinterpretation of Washington's famous injunction, partly from the reaction and disappointment due to the failure of the World War to establish our ideals, and partly from the propaganda, right or wrong, of politicians who have tried to capitalize on this idea of avoiding foreign entanglements in order to bring them success at the polls.

The second tendency has arisen partly from the inefficiency of state governments to take proper care of their own wards, partly from the desire of the people for protection and help from a stronger source and from the seemingly inexhaustible treasury in Washington, for which strong appeals are made by the people themselves, and partly because there is a definite bureaucratic movement among the forces of government in Washington. The great English economist, Bagehot, has given us the finest word picture in literature of this latter movement. He said "A bureaucracy is sure to think that its duty is to augment official power, official business, or official numbers, rather than to leave free the energies of mankind." This tendency to concentrate power in Washington is disquieting to many thinking citizens. Perhaps the most alarming feature of the movement is the passage of laws conferring almost plenary power on a Bureau or on certain groups of officials within existing bureaus. As a result, federal laws directed toward the regulation of our various activities have multiplied rapidly during the thirty years of this century. Of these numerous Statutes, the Plant Quarantine and Control act of 1912 is of special interest to us here.

I suppose everyone here will agree with me when I say that the entry into the United States of plants from foreign countries carries with it a certain amount of danger from the introduction of dangerous insect pests and fungous diseases. I suppose also that everyone here will agree with me when I say that certain restrictive measures should be inaugurated in order to minimize this danger as much as possible, consistent with reasonable economic conditions of human existence on the earth. We have had certain restrictive measures in force now for 18 years under the provisions and regulations of a plant quarantine act and it is my purpose to present briefly and simply some of the economic phases of the act which have arisen from its enforce-

ment. I do not mean to say that all economic effects and adjustments can be avoided in enforcing quarantine laws. They can, however, be minimized if proper scientific knowledge is first obtained and wise, sympathetic judgment is exercised in the execution of such laws.

## Procession of Foreign Insects

It seems to me that one of the things that ought to make us pause and seriously consider this whole matter of the drastic exclusion of foreign plants and plant products, is the result obtained during the eighteen years in which the quarantine act has been operative. A glance at the record of foreign insect introduction before and after the law went into effect will give a general idea of the effectiveness of the regulations imposed under the law. Without going into details it is sufficient here to say that there has not been any perceptible diminution in the stream of foreign pests coming to this country since 1912. Indeed, the proportion of newly discovered foreign insects established in this country during the last eighteen years is greater than for any like preceding period. This is not due to the inefficiency of the men engaged in enforcing the quarantine, for they are as able and zealous in their work as any group of men in this country. It is due rather, in my opinion, to the utter futility of trying to depend upon one's own efforts in an attempt to live apart from the rest of the world. Undoubtedly, foreign insects have been intercepted and stopped at the borders. Whether any of these would have become established if left alone or whether, if established, they would have become serious enemies we have no way of knowing. A complete embargo against the importation of all plants would certainly lessen the chances of bringing into the country foreign pests and diseases. But such an embargo is unthinkable and so long as the prosperity of this country depends in large part on its trade with foreign countries such as embargo will not be permitted.

## Some Economic Results

In regard to the more obvious economic phases of plant quarantines I should like to consider, briefly, some results of local regulations as they have affected growers of farm and Nursery products by citing a few cases which are typical of many.

A case in point of a Nurseryman's experience with local quarantine regulations is of interest. His Nursery in Pennsylvania is close to the Delaware line and he had been in the habit of doing a business in Delaware within a radius of about 40 miles of his Nursery of something like \$30,000 to \$40,000 a year. When the quarantine line for the Japanese beetle was drawn around the area in Pennsylvania in which he lived it ran along the boundary between Pennsylvania and Delaware thus cutting him off at one fell-swoop from this trade causing him to lose every dollar of it. When one reflects that the Japanese beetle went into Delaware and became established there the following season one can imagine the feelings of that Nurseryman at the uselessness of the regulations that brought him this great loss of business.

The case of the isolated Nurseryman is apt to be the most serious. Suppose, for example, a dozen Japanese beetles, and this insect will illustrate the point for similarly quarantined insects, are found in a Nursery, let us say near Albany, N. Y. Immediately a quarantine line is thrown around the Nursery and it is virtually corralled with no territory in which to sell its stock because the State of New York is not, as a whole, yet within the quarantined area. Such a Nursery will stand alone like an island in the sea while the owner may face financial ruin.

No quarantine regulations that can be devised will have any effect whatsoever on the role of the corn-borer in the United States.

All of the evidence now available after several years of intimate acquaintance leads me and others to believe that the Japanese beetle is not the enemy of mankind which we have been told it was and that it can be relatively easily controlled on orchard and other trees. Yet rigid quarantines are still maintained against it without the faintest hope of retarding its spread, or abating its increase. The economic effect of rigid quarantines over large areas is certainly profound especially on the grower, the Nurseryman and the florist; and it is unfortunate that drastic regulations should be maintained against those pests which are not of great moment. It is quite enough to live under quarantines instituted in cases where there is unqualified justification for them.

## The Impotence of Quarantines

No domestic quarantine measures ever established have checked or retarded the persistent natural spread of an active, flying insect. They did not check the Mexican cotton-boll weevil in its spread over the cotton belt; they have not halted the European corn-borer in its westward migrations; they have had no effect, whatever, in preventing the outward migrations of the Japanese beetle. Indeed, the quarantine lines have apparently been unable to keep up with the beetle. The gypsy and brown-tail moths of New England have advanced and receded at will and the Asiatic beetles never developed any respect for quarantine lines. The Mexican bean beetle, the alfalfa weevil, the Oriental fruit-moth, have marched over the country from a center of infestation at will and at a regular, persistent rate year after year despite quarantine regulations. The moth of the pink cotton-boll worm has been found flying hundreds of feet above the earth, a little matter of vital moment determined by investigation after the farmers of Texas in large areas had been forced to undergo serious losses by being forced to quit the growing of cotton. These hasty attempts to accomplish what later investigation shows is impossible have profoundly affected the economic conditions of agriculture and inflicted heavy losses where nothing has been gained.

The proponents of quarantines tell us that the aim of the measures are to prevent what is called the "long jumps" of insects and have thus prevented isolated outbreaks of the quarantined species that might have

occurred ahead of their actual migrations. In the case of those insects which are fixed to a food plant, for instance the scale insects, quarantine regulations may accomplish this desirable effect. In the case of free, actively flying pests quarantine lines do not seem to have had any noticeable effect in checking such "jumps." For example, the Japanese beetle has landed in Providence, R. I., in Boston, Mass., as far south as Norfolk, Va., and I imagine would jump farther if boats, trucks, and automobiles loaded with farm products and coming out of infested areas were to go to farther points. Such jumps as these, in my opinion, are not to be looked upon with any great degree of apprehension because the regular, wave-like spread of the beetle, within a year or two before any serious damage can be done, will swallow up these points of advance infestations.

If then, local quarantine measures, cannot check the natural spread of an insect and if they cannot prevent the so-called "long-jumps" of an active insect what can they accomplish to compensate for the economic burdens they place upon the people within the quarantined areas.

### Long Jumps of Insects

But a further word about these "long-jumps" of insects. The history of the distribution of introduced pests shows that this bogey of the "long-jump" is largely a figment of theoretical fear. In nearly every instance an important foreign insect pest has spread outward from an original center in wave-like increments without long sporadic outbreaks ahead of the general migration; proponents of quarantines can scarcely attribute this phenomenon to the effect of regulatory measures, because there are enough examples of this feature of distribution afforded by species which have not been quarantined at all or only partially quarantined. I refer to the Mexican cotton-boll weevil, the Mexican bean beetle in the East, the apple and thorn skeletonizer, the Oriental fruit moth, the imported cabbage butterfly, the Colorado potato beetle, the pear phylla, and others. It seems to be characteristic of these foreign pests when once established, to multiply and to spread rapidly like a fire running through prairie grass and this irresistible phenomenon should have its weight in determining the rigidity and reasonableness of quarantine measures.

If we consider for a moment the modern methods of transportation we shall realize at once, the utter impossibility of preventing the wide dissemination of such an active, rapidly flying insect as the Japanese beetle. The automobile alone is an agent of distribution that cannot possibly be governed by thinkable methods of quarantine. These beetles alight on pleasure cars and trucks and travel for miles. With hundreds of cars traveling into and out of infested regions how is a man going to prevent the beetles from going long distances? The automobile is not to be compared with the airplane as a possible and uncontrollable carrier of insects.

### The Cost of Quarantines

The total monetary cost of administering quarantines is mounting rapidly. The following figures have been obtained by Dr. R. A. Matheson: "In 1922, twenty-three states, not including California, spent \$646,561, whereas in 1927 these same states expended \$946,306, or an increase of nearly \$300,000 or about 50% in five years. From 1922 to 1923 inclusive, twenty-two

states expended \$4,647,255, while the federal government during the same period, spent \$12,840,126 thus making a total of nearly \$17,500,000 spent for insect quarantines in the six years. No reliable figures could be obtained from California but she certainly spent far more than any other state and Dr. Matheson estimates that California spent at least \$1,500,000 for quarantine during the six-year period. It appears that the different agencies in this country, state and federal, are now spending in excess of \$5,000,000 annually for mostly futile quarantine measures. This, of course, is not a large expenditure as spending goes in this country and would be perfectly justifiable if the results were in any way commensurate. Moreover it is a little disturbing to some of us to find that there is a definite attempt on the part of many enthusiastic officials to increase enormously the expenditure of public funds for these quarantines.

But the cost to the state is not half of the story. The loss to the grower of his markets and the increased cost of food to the consumer are economic questions of the highest moment, while the additional cost to the Nurseryman and the florist in complying with quarantine regulations and in meeting the requirements concerning the treatment of stock before it can be shipped is enormous and is fast becoming an almost unbearable, economic burden.

### Shall Quarantines Be Maintained?

I have said some sharp things about quarantines as now promulgated and perhaps the inference may be drawn that I am not in favor of them in any form. I should not like to be misunderstood.

So far as quarantines against the importation of foreign plants and plant materials are concerned I would modify most of them into forms of inspection and certification of such products mainly at the points of origin in foreign countries in cooperation with the authorities of those countries.

### In Conclusion

In conclusion I should like to quote from the two chief quarantine advocates of this country, G. H. Hecke, state director of agriculture in California, and Lee A. Strong, the present chairman of the Plant Quarantine and Control Administration. Mr. Hecke says, "Quarantines should be established only when economic benefit to a region, state or country by excluding dangerous pests clearly outweighs the inconvenience, expense, and loss which such quarantines may cause," [A. N. June 1, p. 239, 3rd col.] This, I believe, is eminently sound and if wisely and definitively followed would undoubtedly result in the promulgation of very few quarantine regulations and these would be carefully laid down only after scientific data had been acquired to prove them sound and effective.

Mr. Strong has said: "It is entirely possible that in our efforts to control pests and to prevent pest introduction we may go to extremes which will finally result in tearing down the entire structure of quarantine and deprive us of the authority which we now have to protect ourselves from invasion by pests. The universal enforcement of quarantine, the placing of quarantine on an unsound basis, together with the use of unnecessarily large appropriations may bring about a feeling against quarantine and pest control work which will assume such proportions as to overwhelm the entire work."

These words indicate that the new chair-

man of the Plant Quarantine and Control Administration senses the dangers which lurk in superfluous and indiscriminate quarantining. Moreover, they imply a grasp of the situation which imparts a feeling of confidence in the new chairman and augurs a fairer, juster, sounder basis for future quarantine activities.

## LITERATURE

**Rock Garden and Alpine Plants:** By Henry Correvon. A Macmillan book; cloth; 8vo., pp. 544, with illustrations in black and white and color; postpaid \$6. Rochester, N. Y.: American Fruits Pubg. Co.

The book should be in much demand. It probably contains the most complete list of alpine plants; it discusses ferns, orchids and cacti as well as rock gardens and wall gardens. The author is of world-wide fame as an alpine flower grower. There is no greater authority on this specialty. What he says in this monumental production is of great interest to Nurserymen, botanists, garden makers and horticulturists generally. There is a foreword in the book by Leonard Barron who 40 years ago while with the Gardeners' Chronicle of London first translated Mr. Correvon's writing for publication. The author wrote only in French then, though he since acquired a good knowledge of English; therefore this book is not a translation; it comes directly from the author's hand in English. Mr. Barron describes the book as a veritable dictionary of alpine plants. It resulted from many requests made of the author when he traveled over this country in 1926 visiting in gardens and lecturing under the auspices of the Garden Clubs of America.

In his preface Mr. Correvon, writing in Geneva, Switzerland last January, said that when he first sent a collection of alpine plants in Geneva, in 1877, he was considered "a young enthusiast who did not realize the needs of the gardening world." Now in his country every horticultural show stages a section for alpine plants. In England and in the United States great progress has been made in growing these plants. Titles of the 12 chapters indicate the range of the volume; Rock Gardening in England and America; Plants in the Mountains; Acclimatization and cultivation; Lime-soil and Granite-soil Plants; In Sphagnum, in Pans and in Tourbiere; the Wall Garden; the Rockery, Conservation of Alpine Flora; the Fernery; Terrestrial Orchids; Hardy Cacti; Catalogue of Rock Garden and Alpine Plants.

The extent of the alphabetical list of plants, with descriptions that is presented in this book is shown by the fact that the catalogue occupies 381 pages (pp 144-525). The book appears to be the standard work of the kind.

Henry Correvon is the author of other plant books to the number of 27, in French.

**Other Nations' Quarantines**—Growth of international trade and knowledge of serious losses caused by the spread of diseases and insect pests of crops have combined to develop a complex system of plant quarantines and regulations, now enforced by many nations of the world. The United States is just one of the nations which have found it necessary to adopt such measures, says Lee A. Strong, chief of Plant Quarantine and Control Administration, U. S. Department of Agriculture.

# Stands Today As a Marvel of Accomplishment

## Plant Patent Law the Result of Persistent Work for Years Largely by Determined, Resourceful Nurserymen—A. A. N. Resolutions of Appreciation

Following the presentation by Attorney Macdonald of his report on strenuous work in behalf of the plant patent bill, E. C. Hilborn said: "That is a fine report of fine work done. Our attorney's grasp of merchandising problems is extraordinary. I believe an era of prosperity for Nurserymen is just ahead. Interest in horticulture is rapidly increasing; the ear of the public is more easily gotten and there is incentive for redoubled endeavor."

Prof. A. C. Hottes: "With the plant patent law the plant breeder will now have a chance. Heretofore he has had to leave his investigational work to grow an order of 10,000 spirea or other stock, for necessary revenue. Now he may expect reward for what corresponds to inventive ability. This is a most altruistic movement. The law will have to fail again and again until every vein of a leaf is clearly charted and described for proof. But remember this: **The man who distributes the plant will profit most.**"

W. C. Reed, Vincennes, Ind., of the plant patent committee, related incidents showing obstacles which had to be overcome during consideration in Congress.

### Copies of the Law Available

President Augustine: "The report stands in Washington today as a marvel of accomplishment under seemingly insurmountable obstacles. The association has procured for its members copies of the plant patent law and the reasons for it. This law will become history. As copies may become scarce, we suggest that the members procure them for preservation. If the law is contested, the material upon which a court action will be based is contained in this leaflet."

The report of the legislation committee, William Flemer, Jr., chairman, contained this reference and comment on the plant patent law:

"On May 23d the President signed the Townsend-Purnell bill providing for plant patents.

"When we compare our living conditions today with those of 150 years ago and remember that the change is due almost entirely to the efforts of those who have been stimulated by our patent system, we may not be far wrong when we venture the belief that the passage of this law is the greatest single accomplishment of Congress in the past decade.

"As the subject will be covered by Mr. Macdonald in a special report, it will be inappropriate to do more than point out that the American Association of Nurserymen which conceived and sponsored this law, and its membership whose vision and tireless efforts made it possible, have made history. This law is but the beginning of a movement that will influence the civilization of the entire world."

### Committee Formally Commended

Upon the conclusion of the presentation of Attorney Macdonald's report on the plant patent legislation, Mr. R. Cashman said:

"I wish to offer this resolution, that we, the American Association of Nurserymen, do heartily indorse the plant patent bill and commend and congratulate the committee

which accomplished its passage and put it on record as a piece of legislation pointing the way to the beginning of prosperity for the Nursery industry."

### Congressmen Thanked

These resolutions as presented by the committee on resolutions. Miles W. Bryant chairman, were adopted:

Whereas, During the past few months there has been passed by the Congress of the United States a Plant Patent Act known as the Townsend-Purnell Law, and

Whereas, This Plant Patent Law is the first recognition of the rights of the plant breeder to his discoveries and promises to be the greatest stimulus for advancement that the horticultural industry has ever known, and

Whereas, The prompt passage of the Law was largely the result of the interest and cooperation afforded by a few senators and representatives in Congress; be it

Resolved by the American Association of Nurserymen in convention assembled that this association extend to these members of Congress its heartfelt and sincere thanks for the valuable service which they have rendered to the horticultural industry and congratulate them upon their monumental achievement.

That the thanks of the Association be particularly extended to Senator John G. Townsend, Jr., Delaware and to Representative Fred S. Purnell of Indiana, who introduced and sponsored the Bill in their respective houses of Congress and without whose untiring efforts in behalf of the measure this Bill could never have become a law.

That the thanks of the association also be extended to Senators James E. Watson of Indiana and Chas. W. McNary of Oregon and to Representative Albert E. Vestal of Indiana for the valuable service and cooperation which they rendered in making possible the passage of the law; and be it further

Resolved, That the secretary be instructed to spread these resolutions upon the records of the association and forward copies to the Congressmen who so ably served the horticultural industry by securing the passage of this law.

### A. A. N. Convention Banquet

The attendance at the convention was reported to be 325 men and 50 ladies. It seemed that every one of these was at the banquet in the ball room of the Nicollet Hotel on Wednesday evening, the program for which had been provided under the direction of the Baby Ramblers. Mr. R. Cashman presided as toastmaster and among the distinguished guests at the speakers' table were President Augustine, Vice-president Fraser, the ubiquitous R. D. Underwood, Theodore Wirth, noted superintendent of Minneapolis park system, and Governor Theodore Christianson who made the principal address.

Besides the fine menu which was provided, the sponsors of the occasion had provided various noise-making implements as well as the regulation colored paper caps and ornamental regalia, balloons, etc. On the stage there was a lively orchestra whose selections were interspersed with dancing and various athletic stunts, including a solo, "La Donna e Mobile," by Dick Wyman impersonating an Italian tenor.

For the first time in the history of the A. A. N., its members heard a formal speech by Honest John Fraser. He did pretty well, too, Toastmaster Cashman saying: "When

good fellows get together no gathering is complete without the presence of Fraser. There is no better man—no better known man." Anticipating the next day's business session of the association the toastmaster continued: "As we knew the ladies were coming to the convention it was necessary to pick out a handsome man for president and we think we have done a good job in selecting the next speaker." As John arose, the orchestra struck up "How Dry I Am" and everybody applauded. The president-elect told one very old story. He also said that his position at the moment reminded him of a condemned man standing at the gallows who, when asked if he had a final word to say, replied: "This is certainly going to be a lesson to me."

Introducing R. D. Underwood, the toastmaster said: "In selecting seepakers for this occasion we put a number of names in the hat and the first one drawn out was that of Underwood. If you care to stay and listen to him, I suppose I'll have to."

In his address Governor Christianson spoke both in serious and lighter vein. He gave his hearers sound advice on the great value of keeping cheerful under all occasions in and out of business and of striving always for harmonious action.

Considerable amusement was afforded by what appeared to be the breaking in upon the program by an interloper who arose away down on the outer circle of the banquet tables and asked permission to speak. He started off before permission was granted and rambled on for nearly half an hour reciting his experiences as a Nursery salesman in the northwest territory, complaining that whenever he thought he was quoting a low price to a customer he found that the customer was armed with price lists from large wholesale concerns quoting much lower prices; for instance, that when he offered a rose bush for 80 cents the prospect replied that he could get all he wanted from Jackson & Perkins Co. for 30 cents apiece. The general impression was that the speaker was a Swede but Mr. Cashman said later that while the speech was something of a surprise to him he knew the speaker as Jim Lydon, a resident of a town not far from Minneapolis, a good natured Irishman who knew nothing whatever of the Nursery business.

In accordance with Chairman Cashman's promise, the banquet is still lingering in the minds of all who attended.

*Lilium philippinense formosanum*—It is of interest to note that seed of this interesting lily, collected at high altitudes on the Island of Formosa, can this year be supplied by T. Sakata & Co., Yokohama, through Herbst Brothers, their American agents in New York City. Descriptions of the plant have appeared in the writings of Ernest H. Wilson, William N. Craig and Donald Emerson Marshall. The last named, in his "Consider the Lilies," says: "A distinct lily of refined and graceful appearance, with long, grassy foliage and exquisitely shaped long wide-mouthed trumpet flowers of the purest white, slightly colored externally, with reddish-brown. This outside coloration fades as the flower matures. It is very fragrant, elegant and graceful."

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Eduis Suerba .....	25.00	Octavie Demay .....	25.00
Eugenie Verdier .....	30.00	Princess Beatrice .....	18.00
Eugene Bigot .....	40.00	Rubra Superba .....	27.50
Felix Crousse .....	32.50	Simonne Chevalier .....	35.00
Festiva Maxima .....	18.00	The Moor (Fine single Red) ..	55.00
Grandiflora .....	35.00	Theresa .....	100.00
Karl Rosenfield .....	40.00	Triumpe de L. Expo. de Lille ..	20.00
La Tulipe .....	20.00	Umbellata Rosea .....	18.00
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# Advice For Nurserymen on Propagating Lists

Important Statement By Henry Hicks of the A. A. N. Arboretum Committee on Selection and Distribution of New Plant Varieties—Timely Suggestions

THE U. S. Department of Agriculture, Division of Seed and Plant Introductions, has published extensive reports on its introductions but very little is heard of them. The trouble appears to be the Plant Introduction Gardens near Washington and in California and Florida have very limited means for keeping plants and for propagation and distribution. To keep the living plants, arboretums are necessary. At one time the plants distributed contained an undue proportion of the easily propagated willows and poplars. One aim of that division is to supply plant breeders with material available in various parts of the world. Plant improvement projects should be republished as they have frequently been published by David Fairchild, its energetic and far-seeing chief. Such series of projects would give ideas to the various public and private arboretums and plant breeders.

The best basis for plant introduction is given in the map of Climate Zones in the "Manual of Cultivated Trees and Shrubs," by Alfred Rehder, Arnold Arboretum, published by Macmillan Company, 1928. This map has Zone I at Hudson Bay and Zone VIII north Alabama and coast of Oregon and Washington. As proof of the accuracy of this map, I may state in 1896 I bought nearly every species of woody plant available in Europe and Japan. The hardiness of these as to winter killing and resistance of the same to red spider, drought and hot air conditions of summer agree closely with Mr. Rehder's map.

I highly recommend Nurserymen and other plant enthusiasts not to take the old attitude mentioned in the last number of the National Geographic, that plants could be acclimated, the thought being that plants could be brought from the tropics to the Canary Islands which would be one of the half-way stations between the tropics and the arctic.

## Suggestion To Nurserymen

In addition to Mr. Rehder's map I might say that plants from western Europe have not proved happy in the vicinity of New York City, whereas the plants of eastern Asia as northern Japan and northern Korea have been more hardy and stood more summer heat than native plants. A hasty trip to northern California, Oregon and Washington showed the success of plants of western Europe. We have found conifers native on Pacific coast in Oregon and Washington have failed when tested on Long Island.

I suggest that Nurserymen make up their propagating lists first from the flora of their own vicinity and from the regions of the same or colder January, and the same or hotter July.

For example, the hemlock from north Japan is more resistant to winter sun than Canadian hemlock which is native on Long Island. From the mountains of the southern Appalachians the plants are hardy on Long Island. Other regions from which plants can aid Long Island are the pine barrens of New Jersey. Another region is the mountains of Colorado; but these do not reach a happy old age, due to hot conditions which are not liked by plants from high altitudes

where they get frequent cold fogs in the summer; and red spider spoils the beauty of the trees.

Another region is eastern Europe as the Balkan Peninsula where the temperature changes are about the same as here. A few plants from the mountains of Asia Minor can be added to the above.

The isotherms of 30° F. in January and 70° F. in July, with a mean range of forty degrees has been the basis for successful introductions on Long Island.

Nurserymen should give careful attention to soil moisture, exposure of dry cold winds and to acidity and alkalinity of the soil. On the latter subject, it might be mentioned Mr. Hodenpyl had a map prepared by Dr. Edgar T. Wherry, Bureau of Chemistry and Soils, U. S. Department of Agriculture. This shows gradation on his area of about 100 acres from ten specific alkalinity to three hundred specific acidity. He reports since planting according to this plan, his plants thrive and spread. The report has been published by Herbert Durant in Wild Flowers and Ferns. The plants of the Appalachian Mountains are reported to be on a highly acid soil.

## Public Needs Educating

Many think of botanic gardens and arboretums as neat and pleasant parks; paths for strolling, grass that may be walked on and therefore give opportunity to examine herbs, vines, shrubs and trees and read their labels.

The accompanying building is thought of as a forbidding museum of faded specimens in glass cases and stacks of dried pressed specimens with a library that may tell the technically trained expert how to apply plant knowledge. Those who work in the building and publish the reports are given scant respect and low pay.

Money and continuously more money must be assured for arboretums, botanic gardens and plant improvement projects.

The staff cannot be expected to plan the projects, beg for the appropriation and continue to beg for more appropriation as the needs increase.

Nurserymen must educate to get public and private support for botanic gardens and arboretums.

## Kentucky Association Outing

Annual summer meeting of the Kentucky Nurserymen's Association will be held Aug. 4-5 at Shakertown Inn, Central Kentucky. Program includes a visit to Ft. Harrod; to Dix Dam, Ky., and Lake Harrington, with moonlight boat ride, fish fry at Dunn-King Lodge and other entertainment. President A. L. Heger, Dixie View Nurseries, Covington, Ky., says:

"We have eliminated visiting any special gardens or Nurseries owing to the extreme dry weather conditions; but, instead, we will spend considerable time at Lake Harrington, boating, fishing, etc. We have chartered the entire first floor of the Dunn-King Lodge, located along the lake shore and everyone attending is assured a pleasant time. Cincinnati Association of Landscape Architects will attend." Plans for the second day are to be announced on the night of the first day.

## PACIFIC COAST ASSOCIATION NURSERYMEN

C. A. Tonneson, Burton, Wash., Secy.

In his address at the Pacific Coast Association's San Francisco convention Fred Cole, landscape architect, Seattle, Wash., said: "The landscape architect neither gives Nursery rebates to his clients nor accepts them for himself. His chief interest is good stock and good craftsmen to carry out his work. He is interested in seeing Nurserymen get good prices for their material."

L. B. Scott, U. S. D. A. pomologist, Shafter, Cal., reported on government work in rose stocks research. He cited special interest in a thornless strain of multiflora japonica, Shafter No. 3, now being tested by Coast Nurserymen. Thus far in the more than two years' study indications are that of the stocks tested odorata ranks first as a stock for garden roses; Manetti second; Ragged Robin third; Paul's Scarlet Climber fourth. The rose stock work includes comparison of behavior of hybrid tea varieties on different stocks; promising new stocks; propagation methods; Manetti investigations.

Cooperative selling as tried by 18 Nursery concerns producing general Nursery stock in the Tacoma, Wash., territory was reported upon by W. C. Thompson. A non-profit distributing organization has established grades and put a salesman on the road. The subject was discussed in detail in the last issue of American Nurseryman.

Upward of eighty were registered as in attendance. Entertainment features were as per program announcement.

## AMERICAN PLANT PROPAGATORS ASSOCIATION

H. Lloyd Haupt, Hatboro, Pa., Secy.

Annual meeting of the American Plant Propagators Association was held at the Nicollet Hotel, Minneapolis, July 15. A varied program had been prepared by Secretary Haupt. This included as the principal address a lantern-slide address by Prof. L. C. Chadwick, horticultural department, Ohio State University, Columbus, O., on "Influence of Chemicals, Media and the Position of the Basal Cut on the Rooting of Cuttings;" "Breeding New Fruits" by Prof. W. H. Alderman, chief of division of horticulture, University Farm, Minn.; Budding in the Cane," L. B. Scott, U. S. D. A., Shafter, Cal.; "Propagating Media," Prof. L. E. Langley, University Farm.

These officers were elected: President, John Siebenthaler, Dayton, O.; vice-president, E. H. Costich, Westbury, L. I.; secretary, H. Lloyd Haupt, Hatboro, Pa. Members of executive committee, terms renewed, Clarence Malmo, Thomas B. McBeth. Printed proceedings are sent to members. Membership fee, \$5.

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Forms close: 10th and 25th.

**AMERICAN FRUITS PUBLISHING CO. P. O. Box 124, Rochester, N. Y.**

## SIDELIGHTS ON THE MINNEAPOLIS CONVENTION

**Old Timer Keeping Pace**—This year's A. N. convention was the 34th in succession that John C. Chase, of the Benjamin Chase Co., Derry N. H., has attended. He has an unbroken attendance record of 18 years, also, in the cases of the Southern Nurserymen's and the Pacific Coast Nurserymen's conventions. Another consistent convention attendant is Will Ilgenfritz whose record is so long that he has forgotten just when it began. "I must have been coming regularly for upward of thirty years," he said.

**Youngest Grandfathers**—Comparison of notes on distinguishing characteristics of prominent members of the trade developed the announcement that the youngest grandfathers at the convention were Lee McClain, Washington Heights Nurseries, Knoxville, Tenn., and Lloyd C. Stark, Stark Bros. N. & O. Co., Louisiana, Mo. Each of the grandfathers is 44 years old. Each grandson is by a son. The McClain scion is two months old; the Stark scion five months.

**McKay's New Book**—Copies of a new book by W. G. McKay, Madison, Wis., were distributed by him to some of his friends at the convention. Its subject is "What I Know About the Stock Market." Its chief merits are that it is unassuming, modest to a degree, carefully avoiding exaggeration, non-argumentative, a thoroughly safe guide and above all absolutely true. "I've put a lot of thought on it," said W. G. Its pages are all blank! Appropriately it is bound in blue cover.

**Campaign in a Nutshell**—This is the well-known title of the "little yellow book" which E. St. Elmo Lewis said every Nurseryman in the country should know by heart, since it relates the story of most remarkable trade association publication campaign he has known. It presents questions and answers for business development seekers. The supply of the books at the Campaign headquarters in the Nicollet Hotel had to be renewed repeatedly.

**The Daily Bulletin**—The local committee pulled off a highly successful stunt in the form of a daily mimeographed bulletin circulated freely throughout the convention headquarters. This was full of personal paragraphs illustrated with especially drawn cartoons. It contained the convention program for the day and paragraphs of information about Minneapolis and surrounding territory.

**"B' Gosh, We Mean It!"**—The banquet bulletin contained a greeting poem by Ray P. Speer and Franc P. Daniels of which the following verse discloses the cordial sentiment:

From out the west, where the world begins,  
And the hand clasps warm and strong,  
Where the movie-stars, and lumber-jacks,  
Hold stage—a countless throng,  
They've come by auto, rail, and plane,  
To see our waving fields of grain.  
They've found, instead, a land of trees,  
Of parks, and lakes, and Nurseries,  
Of cities large, and maidens fair,  
Of fish and moose, of deer and bear,  
"My Gosh!" they say. "We never knew  
You had 'Ten Thousand Lakes' so blue.  
We'd almost trade your home for ours,  
Our thirteen months of sun and flowers."

**A. A. N. Arrangements Committee**—M. R. Cashman, Clinton Falls, Nursery, chairman, Owatonna, Minn.; C. N. Ruedlinger, Ruedlinger Nursery, Minneapolis; William T. Cowperthwaite, Holm & Olson, St. Paul; Roy D. Underwood, Jewell Nursery Co., Lake City, Minn.; Paul Eddy, Howard Lake, Minn.

**Baby Ramblers**—This lively organization at its annual meeting in Minneapolis last month elected: President, H. S. Chard, Storrs & Harrison Co., Painesville, O.; vice-president, Eugene Boerner, Jackson & Perkins Co., Newark, N. Y.; secretary-treasurer, Horton Bowden, Rice Brothers, Geneva, N. Y.

**Retail Nurserymen's Assn. of U. S.**—At the annual meeting in Minneapolis last month these officers were elected: President, Chet Marshall, Arlington, Neb.; vice-president, E. M. Sherman, Charles City, Ia.; secy-treas., W. G. McKay, Madison, Wis. Directors: The officers and A. Willis, Ottawa, Kan.; A. N. Christy, Newark, N. Y.

**The 10,000-Lakes Story**—Governor Christianson referring to the loudly proclaimed 10,000 lakes of Minnesota, said that an actual count had been made and the number was found to be 11,017.

**Sizemore Believed Them**—A lot of the men horned in on the Tuesday evening reception of the women's auxiliary, and had their fortunes told. "What I'm wondering about is where I'm going to get all this dough that's coming to me so soon," exclaimed Charley Sizemore, as he came out of the fortune-teller's room. "What? Did she promise you enough to retire on, too?" chorused all the others.—Convention Bulletin.

The business card of Bj. Loss, Lake City, Minn., Nurseries, was a 5 x 8 in. photograph of a Lake City elm 3½ times as high as a two-story house. All Bj. said was: "Think it over."

L. W. Ramsey Co., Davenport, Ia., has opened a Chicago office at 230 North Michigan Ave., on the 27th floor of the Carbide and Carbon Bldg.

President Augustine said that the crown-gall investigation has not only helped propagators materially, but has also given the Nursery trade advanced standing in the opinion of government authorities especially favoring research methods for solving cultural problems.

Badges to the number of 657 were listed in the A. A. N. Badge Book for July 1930.

Are you preserving your copies of the AMERICAN NURSERYMAN? They are of unequalled historic value.

**By Air from Coast in 11 Hours**—That Minneapolis is within quick and easy reach of the North Pacific Coast was demonstrated in convention week. W. D. Plough, of the Columbia & Okanogan Nursery Co., Wenatchee, left Spokane at 9 a. m. Monday, July 14, in an airplane, arriving in Minneapolis at 8 o'clock in the evening of the same day—elapsed time being 11 hours, considering the difference in time between the two cities. F. A. Wiggins, Washington Nursery Co., Toppenish, Wash., left Yakima at 11 a. m. on Monday, July 14, by train, arriving in Minneapolis at 8 p. m. on the second day—45 hours from Toppenish.

**Pacific Coast Delegation**—In addition to F. A. Wiggins and W. D. Plough, the Pacific Coast group at the convention included Wayne McGill, of McGill & Son, Portland, Ore.; Sam A. Miller and Bert Miller, Milton, Ore.; A. H. Steinmetz, Portland, Fred May, Yakima; Fred Freeman, Home Nurseries, Richland, Wash.; L. H. Anderson, Columbia & Okanogan Nurseries, Wenatchee.

**The Simple Successful Life**—No one is more regular in his attendance at A. A. N. convention than is Charles A. Ilgenfritz Mutual Nurseries, Monroe, Mich. He dates back to the days of the simple life of the American Association when membership and attendance were one-quarter of present day records and convention programs knew nothing of current features. Charley, too, is enjoying the simple life, successful in marked degree, serving consistently a thoroughly satisfied clientele, meticulous to a degree and seeming never to have a worry. Convention attendance for him these days, as is the case with other old timers, is a matter of continuous social receptions in which he recounts experiences of long ago to the wonder and edification of more recent members.

**Domestic Fruit Tree Seedlings**—An especially interesting exhibit was that of the Washington Nursery Co., Toppenish, Wash., at which F. A. Wiggins occasionally presided. It included samples of seedlings with roots in jars of water to show the remarkable growth under the company's system of root pruning in Nursery row, instead of the French method of transplanting. The company has a Mahaleb orchard now eight years old, which this year produced 2900 pounds of seed giving absolutely perfect germination. The method is to pick, clean and stratify at once, instead of allowing the seed to dry out. A block cut from a Chinese elm 12 inches in diameter at 10 years from the seed twice transplanted was shown. Some specimens at that age are 16 inches in diameter.

Leesburg, Fla., Ornamental Nurseries have been incorporated, \$5000, by F. O. Turner and others.

### AMERICAN NURSERYMAN RENEWALS

IT IS THE POLICY OF THIS COMPANY TO DISCONTINUE MAILING COPIES OF THE JOURNAL IMMEDIATELY UPON EXPIRATION OF SUBSCRIPTION. RENEWALS OF SUBSCRIPTION SHOULD BE MADE BEFORE EXPIRATION IF FILES ARE TO BE KEPT INTACT, AS BACK NUMBER SUPPLY IS LIMITED. WATCH THE DATE.

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HARDY PERENNIAL PLANTS  
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## NOTICE!

Due to the change in the policy of the Genesee Press, Inc., Rochester, N. Y., in the handling of Horticultural Printing, the undersigned is no longer connected with this organization.

Signed M. (Mack) SEMPLE

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CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees.

Simpson Nursery Co.

Monticello, Fla. Established 1902

SPIREA VANHOUTTE  
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.  
HYDRANGEA ARBORESCENS  
18-24 in. and 2-3 ft.  
HYDRANGEA PAN. GRAND  
18-24 in. and 2-3 ft.  
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## SPECIALTIES—Small Fruit Plants

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### AMERICAN ASSOCIATION OF NURSERYMEN

Chas. Sizemore, Louisiana, Mo., Secy.

The advertising committee of the A. A. N. at present consists of

Walter W. Hillenmeyer, Chairman

William Flemer, Jr.

Paul Stark

President John Fraser, Jr., ex-officio

E. C. Hilborn, Chairman Market Development, ex-officio

Paul V. Fortmiller, Associate Member

### TRANSPORTATION

The question of varying freight rates on dormant and not dormant Nursery stock is still agitating Nurserymen throughout the country. Secretary Charles Sizemore is working on the matter with the railroad classificationists. At the Pacific Coast Association convention last month J. D. Meriwether, chairman of the transportation committee, reported:

A questionnaire will be mailed to the shippers of Nursery stock in the bounds of this association and to the members of the California Association of Nurserymen shortly and the replies will be used as evidence by Mr. Sizemore and a committee of Nurserymen at an early meeting of the consolidated freight classification committee. Last year after there had been considerable discussion

### ILLINOIS NURSERYMEN'S ASSOCIATION

Miles W. Bryant, Princeton, Secretary

#### New Secretary

Miles Bryant, Bryant's Nurseries, Princeton, Ill., is now secretary of the Illinois Nur-



MILES W. BRYANT, Princeton, Ill.

seymen's Association, succeeding N. E. Averill, of D. Hill Nursery Co., who held the office six years.

as to whether certain cars of Nursery stock billed as dormant Nursery stock were really not dormant, at least in part, the Transcontinental Freight Bureau requested of certain shippers to suggest a date when Nursery stock could be shipped as dormant in the fall and a date in the spring when the dormant condition would still be in evidence. The California Association of Nurserymen after discussion suggested dates from Sept. 15 to May 15 would be a reasonable time to call Nursery stock dormant, in fact these same dates had also been suggested previously at a meeting of the Southern California Nurserymen's Association. The transportation committee of the California Association suggested these dates to the transcontinental freight bureau and while they have not yet accepted these dates, so far as we know, Nursery stock billed as dormant during the past season within these dates has been so accepted.

### Position Wanted

By young Hollander, 9 years in States; experienced propagator and grower of shrubs, evergreens and perennials. Excellent references. Address F-155, care American Nurseryman.

### SITUATION WANTED

Young lady, efficient, energetic, 15 yrs. experience Nursery Office, book-keeper, typist, saleswoman, Landscape Gardener. Capable of soliciting business, drawing plans, supervising planting. Has knowledge of plants and could assist with management of office, would lecture before clubs on yard and garden planting. College graduate. Address F-156, care American Nurseryman.

### WANTED

Experienced Landscape Architect. Must have sales ability as well as be able to make surveys, draw neat plans and carry them out.

TITUS NURSERY COMPANY  
WAYNESBORO, VA.

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### OHIO NURSERYMEN'S ASSOCIATION

G. Walter Burwell, Columbus, Secy.

The Ohio State Nurserymen's Association summer convention will be held on August 19 at Wooster, O. Sufficient accommodations are available. Headquarters will be at the Ohio Hotel. Rates: single room \$2 to \$3; double \$3.50 to \$5.

Tour will leave the Ohio Hotel at 9 A. M., going to the Ohio State Experiment Station. Inspection will be made under the direction of Prof. J. H. Gourley, Prof. Edmund Secrest, and other members of the staff. The lawn grass plots will be visited, also the forestry plots consisting of ¼ acre plots of various species of ornamentals planted in 1908-1910 and the station Nurseries consisting mostly of seedlings beds and Christmas tree plantings.

A picnic dinner will be served at 1 P. M. at "Berkshire Knob" in Forestry Grove. Greetings will be delivered by Prof. C. G. Williams, director of the station.

After luncheon the extensive variety planting in orchards, vineyards and small fruits will be inspected; also new plantings of flowers recently added to the stations work. The effects of mulch paper experiments will be shown, also fertilizer and manure treatments.

A full attendance is desired. Be sure to bring the ladies. For further information write to G. Walter Burwell, secretary, 4060 East Main St., Columbus, O.

Fourteen pages of the Badge Book were monopolized by Lester C. Lovett, Little Silver, N. J., four better than last year. He had it fixed so that one could scarcely open the book without being confronted by his name and one of his specialties. Even so, the book was 13 pages short of the number in the Boston badge book last year.

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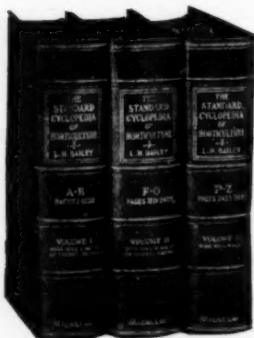
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JACK & PERK

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**SAXOLIN** is two sheets of kraft paper cemented with asphalt filler and crinkled to stretch and conform to shape of bundle.

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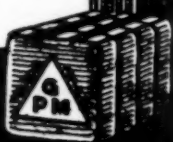
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**FRUIT AND ORNAMENTAL NURSERY STOCK**  
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- ☐ Simple lessons in the use of Evergreens.

After all is said and done "good Evergreens at the right price" is the only thing that makes and keeps customers. Hill Evergreens must be right. We have nothing else to sell. We take pride in doing one thing well. Right now the assortment is the most complete and the prices lowest of any time during the year.

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			Each 100	Each 1000
<b>ABIES</b>				
Arizona	2-4 "	x	0.05	.04 1/2
Balsamea	8-10 "	xx	0.08	.07
Balsamea	10-12 "	xx	0.12	.11
Balsamea macrocarpa	8-10 "	xx	0.08	.07
Concolor	4-6 "	x	0.07	.06
Concolor	6-8 "	xx	0.20	.19
Fraseri	4-6 "	x	0.05	.04
Homolepis	2-4 "	x	0.05	.04
<b>CEDRUS</b>				
Atlantica	4-6 "	x	0.05	.04
Deodara	8-10 "	x	0.06	.05
Libani	4-6 "	x	0.07	.06
<b>JUNIPERUS</b>				
Chinensis	8-10 "	xx	0.12	.10
Chinensis	10-12 "	xx	0.16 1/2	.15
Chinensis pfitzeriana	4-6 "	x	0.13	.12
Chinensis pfitzeriana	8-10 "	xx	0.20	.19
Chinensis pfitzeriana	10-12 "	xx	0.25	.24
Chinensis sargentii green	6-8 "	xx	0.20	.19
Communis depressa	8-10 "	xx	0.15	.14
Communis depressa	10-12 "	xx	0.20	.19
Communis depressa aurea	6-8 "	xx	0.20	.19
Communis depressa plumosa	8-10 "	xx	0.20	.19
Communis hibernica	6-8 "	xx	0.30	.29
Excelsa stricta	12-18 "	xx	0.17 1/2	.16 1/2
Horizontalis douglasii	6-8 "	xx	0.15	.14
Japanica	8-10 "	xx	0.15	.14
Japanica	6-8 "	xx	0.20	.19
Japanica sylvestris	8-10 "	xx	0.25	.21 1/2
Sabina	4-6 "	x	0.09	.08
Sabina	6-8 "	xx	0.15	.14
Sabina	8-10 "	xx	0.20	.19
Sabina horizontalis	6-8 "	xx	0.20	.19
Sabina horizontalis	8-10 "	xx	0.25	.24
Sabina von ehren	10-12 "	xx	0.65	.60
Virginiana	12-18 "	xx	0.35	.30
Virginiana	18-24 "	xx	0.50	.45
Virg. Kosteri horizontalis	8-10 "	xx	0.25	.22 1/2
<b>PICEA</b>				
Canadensis	8-10 "	xx	0.06	.05
Canadensis	10-12 "	xx	0.08 1/2	.07 1/2
Canadensis (Frame)	12-18 "	xx	0.11	.10
Canadensis (Field)	12-18 "	xx	0.16 1/2	.15
Canadensis	18-24 "	xx	0.25	.24
Canadensis albertiana	6-8 "	xx	0.08 1/2	.07 1/2
Canadensis albertiana	10-12 "	xx	0.20	.19
Excelsa	8-10 "	xx	0.06	.05
Excelsa	10-12 "	xx	0.08 1/2	.07 1/2
Excelsa	12-18 "	xx	0.12	.10
Excelsa	18-24 "	xx	0.18 1/2	.17 1/2
Pungens	6-8 "	xx	0.08 1/2	.07 1/2
Pungens	10-12 "	xx	0.16 1/2	.15
Pungens	12-18 "	xx	0.25	.24
<b>PINUS</b>				
Montana uncinata	8-10 "	xx	0.11	.10
Mughus	4-6 "	xx	0.06	.05
Mughus	6-8 "	xx	0.09	.08
Mughus	8-10 "	xx	0.20	.19
Nigra	6-8 "	x	0.06	.05
Nigra	8-10 "	xx	0.09	.08
Nigra	10-12 "	xx	0.20	.19

### ONCE AND TWICE TRANSPLANTED EVERGREENS

			Each 100	Each 1000
<b>PINUS—Continued</b>				
Strobus	8-10 "	xx	0.07	.06
Strobus	10-12 "	xx	0.15	.14
Strobus	12-18 "	xx	0.20	.19
Sylvestris	8-10 "	xx	0.06	.05
Sylvestris	10-12 "	xx	0.09	.08
Sylvestris	12-18 "	xx	0.20	.19
<b>PSEUDOTSUGA</b>				
Douglasii	8-10 "	xx	0.09	.08
Douglasii	10-12 "	xx	0.12	.10
Douglasii	12-18 "	xx	0.17 1/2	.16 1/2
Douglasii	18-24 "	xx	0.25	.24
<b>TAXUS</b>				
Cuspidata	4-6 "	x	0.15	.13 1/2
Cuspidata	8-10 "	xx	0.30	.28
<b>THUYA</b>				
Occidentalis	6-8 "	xx	0.06	.05
Occidentalis	10-12 "	xx	0.08 1/2	.07 1/2
Occidentalis	12-18 "	xx	0.15	.14
Occidentalis	18-24 "	xx	0.20	.19
Occidentalis	2-3 "	xx	0.27 1/2	.25
Occidentalis	3-4 "	xx	0.50	.47 1/2
Occidentalis conica densa	8-10 "	xx	0.16	.15
Occidentalis douglasii aurea	10-12 "	xx	0.15	.14
Occidentalis douglasii pyramidalis	8-10 "	xx	0.15	.14
Occidentalis Little Gem	6-8 "	xx	0.25	.24
Occidentalis lutea	8-10 "	xx	0.18 1/2	.17 1/2
Occidentalis pyramidalis	10-12 "	xx	0.14	.13
Occidentalis pyramidalis	12-18 "	xx	0.30	.29
Occidentalis pyramidalis	18-24 "	xx	0.35	.34
Occidentalis pyramidalis	2-2 1/2 "	xx	0.55	.50
Occidentalis recurva	6-8 "	xx	0.15	.14
Occidentalis rosenthalii	6-8 "	xx	0.15	.14
Occidentalis rosenthalii	8-10 "	xx	0.17 1/2	.16 1/2
Occidentalis rosenthalii	10-12 "	xx	0.20	.19
Occidentalis wareana	8-10 "	xx	0.13	.12
Occidentalis woodwardi	8-10 "	xx	0.15	.14
Occidentalis woodwardi	10-12 "	xx	0.35	.32 1/2
<b>TSUGA</b>				
Canadensis	4-6 "	xx	0.05	.04
Canadensis	8-10 "	xx	0.15	.14
Canadensis	10-12 "	xx	0.25	.24
Canadensis	12-18 "	xx	0.40	.39
<b>GRAFTED EVERGREENS (Grafts)</b>				
			Each 100	
<b>JUNIPERUS</b>				
Chinensis albovariegata			0.40	
Chinensis pyramidalis blue			0.40	
Chinensis pyramidalis green			0.35	
Chinensis sargentii blue			0.40	
Chinensis sargentii green			0.40	
Japanica			0.40	
Sabine von ehron			0.50	
HILL'S Silver			0.60	
Squamata meyeri			0.40	
Virginiana cannarti			0.45	
Virginiana elegantissima			0.40	
Virginiana glauca			0.40	
Hill Dundee			0.60	
Virginiana schottii			0.40	
<b>PICEA</b>				
Pungens Kosteri			0.75	

# D. HILL NURSERY CO.

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Box 402

DUNDEE, ILL.